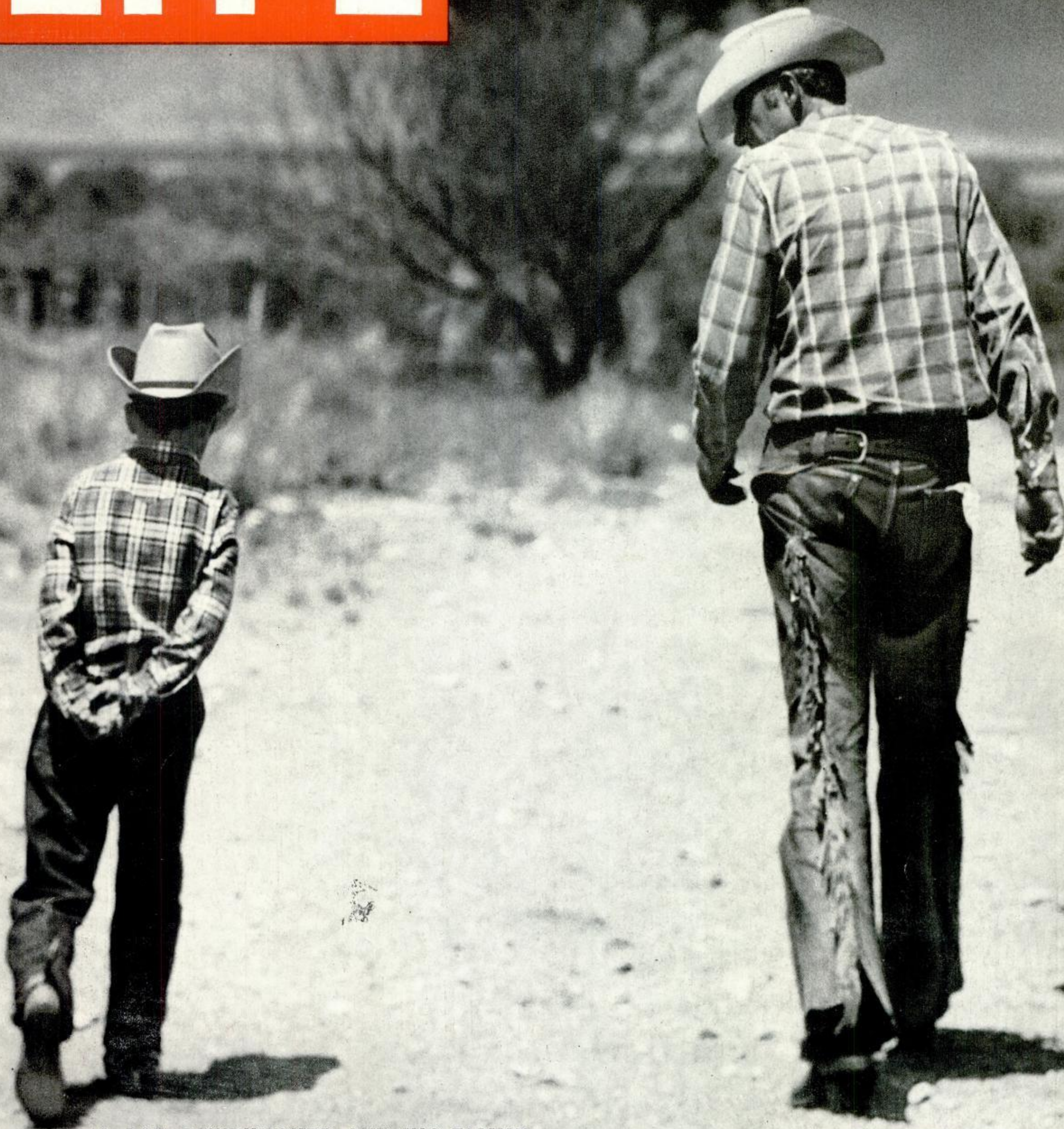


LIFE

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A BOY COWPUNCHER AND HIS FAMILY

20 CENTS

AUGUST 9, 1954

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*Really no need to "peek and choose."
Ten personal packages, each a favorite.*

KELLOGG'S VARIETY PACK
America's best-liked cereals

New, better way to reduce decay after eating sweets

Always brush with ALL-NEW IPANA after eating...as pretty Anne Helm does...
the way most dentists recommend. New Ipana with WD-9 destroys tooth-decay bacteria*



If you eat sweet treats (as pretty Anne Helm of New York City does), here's good news! You can do a far better job of preventing cavities by brushing after eating... and using remarkable new Ipana Tooth Paste. Here's why:

Mouth bacteria and their enzymes act on many foods you eat to form tooth-decay acids. But WD-9 now in Ipana is an active bacteria destroyer and anti-enzyme. Every brushing with Ipana destroys most decay bacteria, and blocks acids for hours. For best results, here's all you do...

Follow Anne's lead and use new Ipana regularly after eating—BEFORE decay bacteria can do their damage.

Even if you can't always brush after eating, no other tooth paste has ever been proved better for protecting teeth than new Ipana with WD-9.

"You will love Ipana's new minty flavor, too," adds Anne Helm. And new Ipana foams better, cleans better than ever—makes your mouth so clean, in fact, that even *one* brushing can stop most bad breath all day long.

Try it yourself. Remember, while *no* dentifrice can stop all cavities—you *can* protect teeth after eating sweet foods by brushing with new Ipana Tooth Paste. Get a tube today.

Try all-new IPANA®!

New taste, new cleaning, new anti-decay WD-9



Ipana A/C (Ammoniated Chlorophyll) also contains anti-enzyme WD-9 (Sodium Lauryl Sulfate)

*Tests prove new Ipana with WD-9 destroys most bacteria with one brushing.

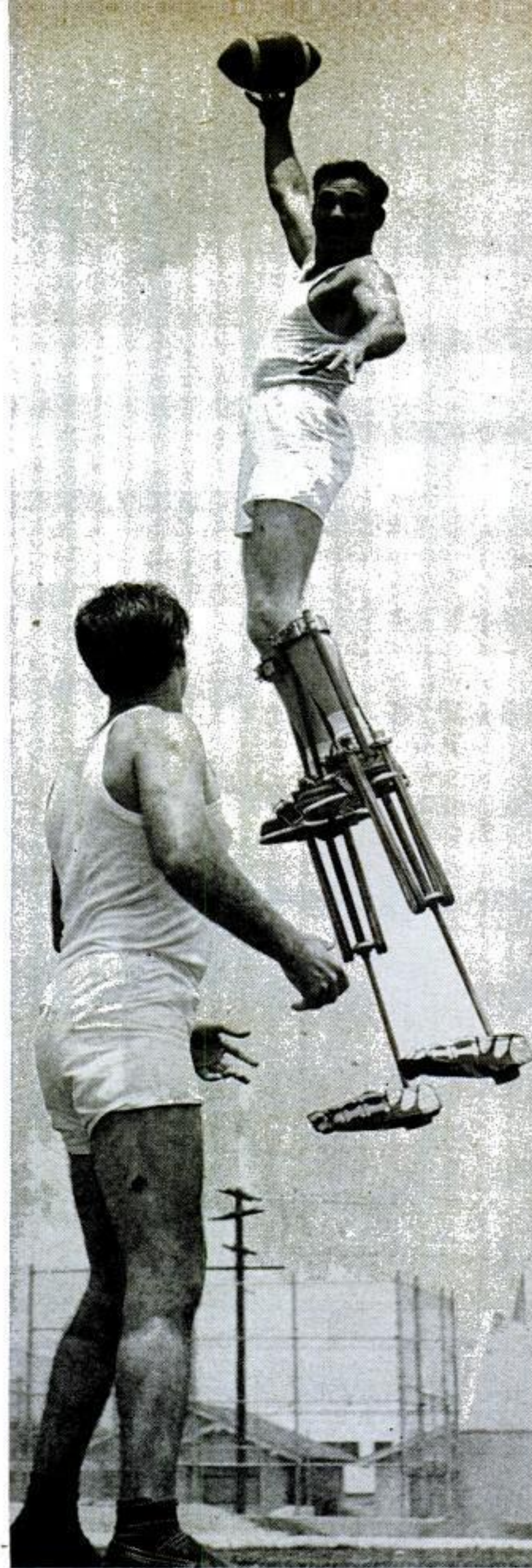
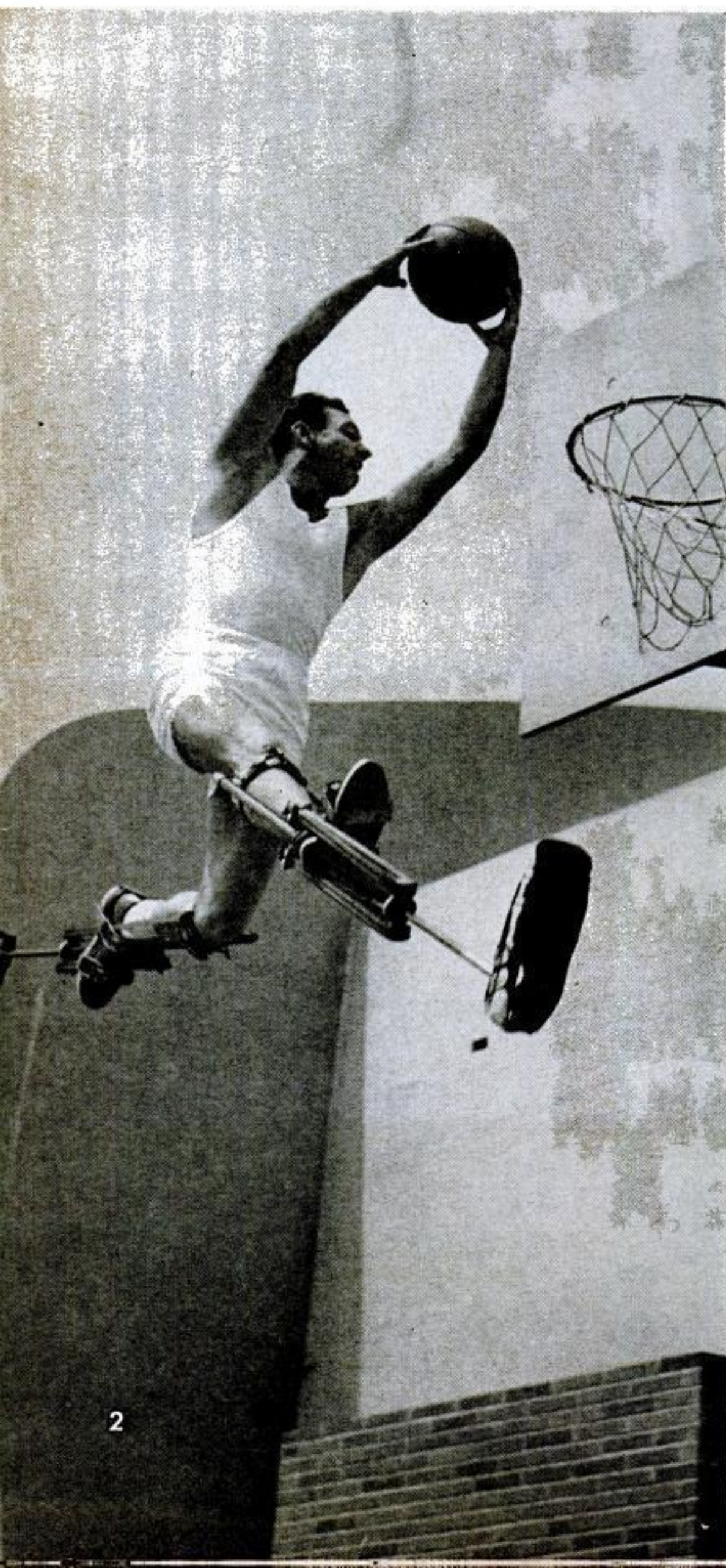


AFTER EATING—Tooth-decay bacteria thrive on food particles in your mouth... form acids that attack the enamel.



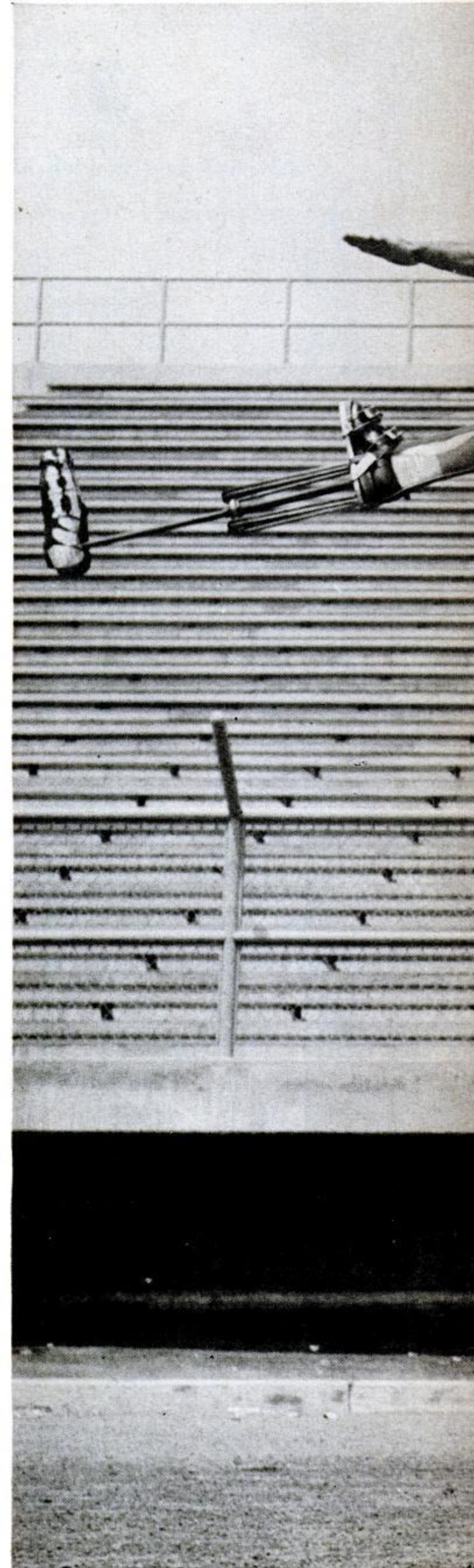
AFTER BRUSHING—New Ipana with WD-9 destroys most tooth-decay bacteria with just one brushing—helps protect your teeth.

SPEAKING OF PICTURES



... Pogo sticks on stilts give a new lift to sport

Bill Gaffney and Tom Weaver, professional acrobats of Long Beach, Calif., are also amateur inventors. For their act they have built a remarkable new apparatus which is a kind of Pogo stick on a stilt. With the devices strapped to their legs Gaffney and Weaver can jump nine feet off the ground straight up, or bound along in 10-foot strides. Taking their aluminum "Hoppers" outdoors recently, the two men gave a soaring, if impractical, look to sport. They easily jumped higher than a basketball hoop (*left*), got off impressive football passing leaps (*above*), raced over the high hurdles on the track with giantlike steps (*right*). The present Hoppers are practical only for skilled acrobats, but Gaffney and Weaver plan to market a simpler and lower version for less agile people.





This One



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LETTERS TO THE EDITORS

JUBILEE FOR A SOAP

Sirs:

Even before reading your Ivory Soap story "Jubilee for a Soap" (LIFE, July 19) the unmistakable illustration caught my eye, almost as if it came out of an edition of *Huckleberry Finn* which has been in our family over half a century and is dog-eared from almost annual reading. But you erred in spelling the illustrator's name. He was E. W. Kemble (not Kimble).

J. HAROLD DE WIKE

Albany, N.Y.

● It was Kemble and he was, many years ago, a contributor to the old *Life*. Mark Twain saw one of his drawings there and got Kemble to illustrate the 1885 edition of *Huckleberry Finn*. Caption for the drawing below read, "The fashion of chaining dogs together and allowing them to run at large is a very pretty one, but there are some people who see no beauty in anything."—ED.



KEMBLE CARTOON IN THE OLD LIFE

FEMININE BUTCH

Sirs:

First we lost our pants, then shirts, along with cuff links, tie bars and ties. Now women are invading the realm of the male haircut ("Feminine Butch," LIFE, July 19). It is high time we males put our foot down in an effort to keep our females looking feminine.

JOHN E. STANKO

Athens, Ohio

Sirs:

I was very surprised to see the pictures of the latest thing in hair styles for New York. This "new" style or one similar has been in existence for over a year in southern California. We call it a "brush." . . .

NANCY PORTER

Lakewood, Calif.

Sirs:

. . . Such a haircut has been popular here for about two years—called a New Yorker.

DEAN SVOBODA

Cleveland, Ohio

Sirs:

What next? Mustaches?

J. V. LAWTON

Beverly Hills, Calif.

A YEAR WITHOUT RAIN

Sirs:

Your article "After a Year without Rain" (LIFE, July 19) gives the reader the impression that the town of El Dorado, Kan. has actually gone a year without rain,

following a so-called "cloudburst" on May 27, 1953. The official record of the U.S. Weather Bureau gives a total of 23.45 inches of rainfall at El Dorado since the 1953 downpour.

S. D. FLORA

Topeka, Kan.

● LIFE did exaggerate the lack of rainfall but not the plight of El Dorado which, with rainfall still considerably below normal, is almost without water.—ED.

LIONS IN THE STREETS

Sirs:

On behalf of Kiwanis International I want to compliment you on the excellent editorial "The Lions Are in the Streets" (LIFE, July 19). This sympathetic editorial has caught the real spirit of the service club movement in America.

DON E. ENGBAHL
President-elect

Kiwanis International
Chicago, Ill.

GREENER SALADS

Sirs:

With great pleasure I read your French dressing recipe in "Greener Salads" (LIFE, July 19). Almost everyone wants to put sugar in it! Thank goodness LIFE knows better.

DENISE J. HARSHBERGER

Kingman, Ariz.

TEXAS TREATMENT

Sirs:

You called "Texas Treatment for Long-winded Politicians" (LIFE, July 19) a refreshing solution to endless political oratory. . . . But a speech limited to three minutes is not worth listening to since no important subject can be discussed in that time. . . .

FRANKLIN E. GROSS

New York, N.Y.

SPEAKING OF PICTURES

Sirs:

The position of the smaller fish in your "fish eats fish" picture (Speaking of Pictures, LIFE, July 19) is surely unique. As any fisherman knows, a fish is always swallowed tail first.

DESMOND H. OSWALD

Brandon, Canada

● Scientists think that the Portheus probably caught the fish from the tail, killed it, then swallowed it head first.—ED.

MAN OF CHANGE

Sirs:

Emmet John Hughes describes Pierre Mendès-France in "For Immobilized France: The Man of Change" (LIFE, July 19) as having "fought stubbornly for . . . antideflation measures. . . ." Mendès-France is actually best known in France for having been the first to propose a vigorous anti-inflation program.

NICHOLAS WAHL

Cambridge, Mass.

● LIFE meant anti-inflation.—ED.

THE LONG, LONG ROAD

Sirs:

I would criticize the New York State Thruway ("The Long, Long Road," LIFE, July 19) for one obvious lack. With an eye on our present and future need of handling both our tourist and truck traffic, a two-way truck lane between the two touring lanes could serve a good purpose. Trucks should certainly be eliminated from the touring car lanes if it can be done.

HILDORF C. EKLUND

Great Falls, Mont.

● By eliminating steep grades Thruway engineers have avoided the necessity of "creeper" lanes for trucks which turnpikes in more mountainous terrain require.—ED.

Sirs:

You write, "The project has been a statistician's dream." Has anyone any figures as to the number of billboards per mile that will line the right-of-way by, say, the end of 1954?

L. D. DAVIS

Palo Alto, Calif.

● By New York State law billboards are prohibited within 500 feet of the Thruway.—ED.

WHALE'S TOUR

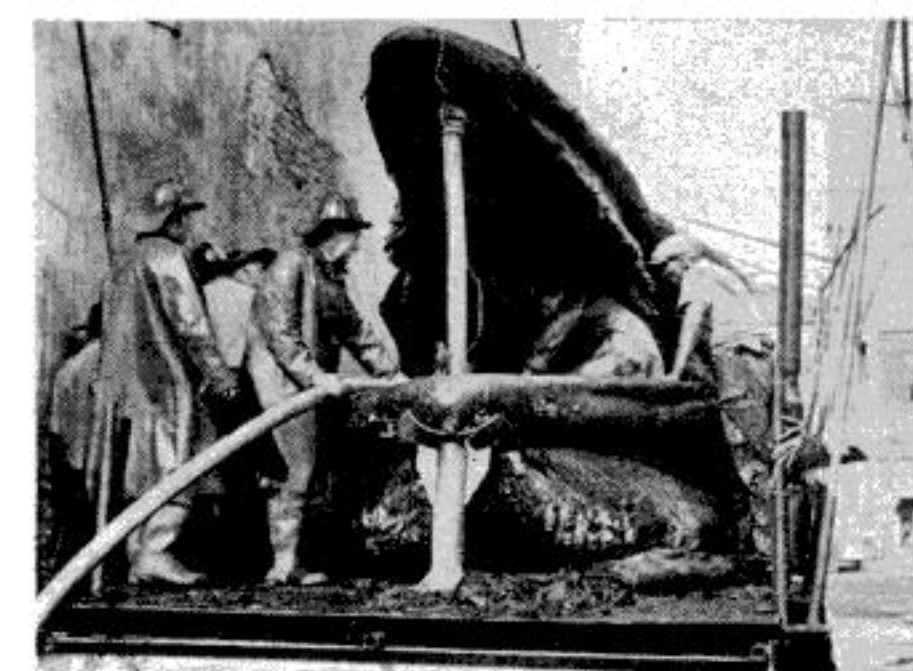
Sirs:

"Mrs. Haroy," the whale you showed in your story "Whale's Tour" (LIFE, April 26), has gone the way of all blubber.

After an unsuccessful showing in Manhattan, Mrs. Haroy was moved to Coney Island for the summer trade. There she began to smell. Neighbors complained. More formaldehyde and deodorizing failed to help so the Department of Health ordered her removed. Two days before the deadline she caught fire and burned. Here is a picture I took of her undignified end. Now she has been broken up with a steam shovel and buried under four feet of mud on Staten Island.

JOEL LANDAU

New York, N.Y.



WHALE BURNS AT CONEY ISLAND

DUNE BUGS

Sirs:

In "The Desert's Dune Bugs" (LIFE, July 19), you show hot-rodders racing around the sand dunes. Your story says the tires are flabby and completely innocent of tread. What I can't understand is why are smooth tires used? Wouldn't tires with a good tread give better traction?

C. BRUNER

New York, N.Y.

● Tread does not improve traction in dry sand. In fact treadless tires spread over a wider surface and are thus less likely to sink in.—ED.

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Eager....



SEA ISLAND GREEN over VALLEY GREEN gives smart new dash to the beautiful New Yorker Deluxe Club Coupe shown here.

BOLD IN SWEEP and blithe in spirit . . . this is leadership with new color, new dash! This is Chrysler leadership! Beauty, sleek and buoyant, that gives you the limitless thrill and confidence of driving with *instant power for instant response* — with 235 HP FirePower, mightiest of V-8 engines. Safer power for passing and traffic with PowerFlite, most automatic of all no-clutch

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THE POWER OF LEADERSHIP IS YOURS IN A

Beautiful Chrysler



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me

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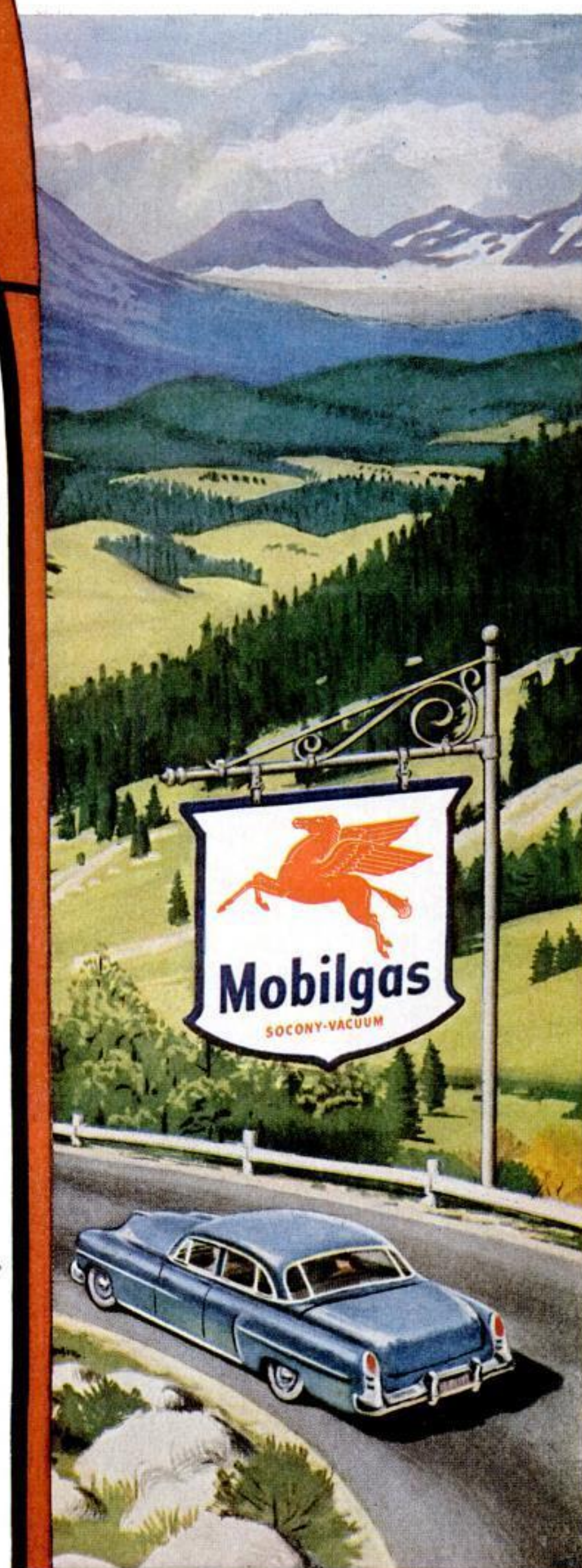
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EDITOR KIRKLAND WITH A MEDAL, REPORTER KUNHARDT IN A SWEAT



HANDS ACROSS AND UNDER WATER

Last week LIFE representatives 6,000 miles apart had the satisfaction of knowing that journalistic enterprise had paid off. In Rome, Fashion Editor Sally Kirkland was awarded the coveted Star of Solidarity (*above*) by the Italian government. The medal was for LIFE's encouragement of Italian fashion, and while LIFE is proud to have an editor thus honored, we'd like to point out that our stories were designed not so much to encourage Italian couture as to report fashions we felt our readers would want to know about. After the confusion of kissing and handshaking surrounding the ceremony, Mrs. Kirkland cabled: "I was secretly pleased because the medal was green and gold and looked well on an orange evening dress I had to whip up for the affair."

Near Santa Barbara, Calif., meanwhile, Photographer George Silk, who had suffered subzero

temperatures in his stories on the Northwest Angle (LIFE, Feb. 20, 1950) and Thule Air Base (LIFE, Jan. 25, 1954), was literally up to his chin in hot water. He was in the 112° heat of terrible Tecolote, covering the tunneling through a mountain. From Reporter Phil Kunhardt (*above*), who went with him, came this wire: "... After a miserable ride during which we encountered almost unbearable heat we arrived. Our lights were plugged in but because of the wetness immediately blew. ... All the time very hot water was raining down on us and we couldn't have done a better soak job if we'd thrown the camera into a tub of water. The heat was so bad we thought we were going to pass out right then and there. The film emulsion ran all over the place. There are images though, and I think some of them are usable."

He was right. See pages 10 through 13.

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A WET START into tunnel is made as a fresh shift crowds into a water-filled dump cart. Tepid water is hosed onto them to drench their necks and shoulders.

**YOU THINK YOU'RE SUFFERING?
ON TUNNEL JOB READINGS ARE:**

TEMPERATURE 112

HUMIDITY 100

Photographed for LIFE by GEORGE SILK

The millions of Americans sweltering in heat waves that blanketed most of the U.S. last week didn't know how good they really had it—compared, that is, to a group of tough tunnelmen near Santa Barbara, California. They are digging the six-mile-long Tecolote Tunnel, a Bureau of Reclamation project which will bring water through the Santa Ynez Mountains to Santa Barbara, and where they work it is 112° hot and 100% humid.

This looked like a routine operation when it began four years ago. Since then one obstacle after another has made the Terrible Tecolote one of the most harrowing ordeals in tunneling history. First, flowing sand filled up the narrow tunnel almost as fast as it could be cleared away. Then tremendous earth pressure buckled steel girders and snapped thick wooden supports. Then blinding jets of stinking hydrogen sulfide gas from pockets in the rocks belched into the men's faces, driving them vomiting from the tunnel. But the worst obstacle has been steaming hot water, probably forced up from lower levels of the earth's crust, which at the rate of six million gallons a day sprays into the passageway, turning it into an almost unbearably hot and humid hell.

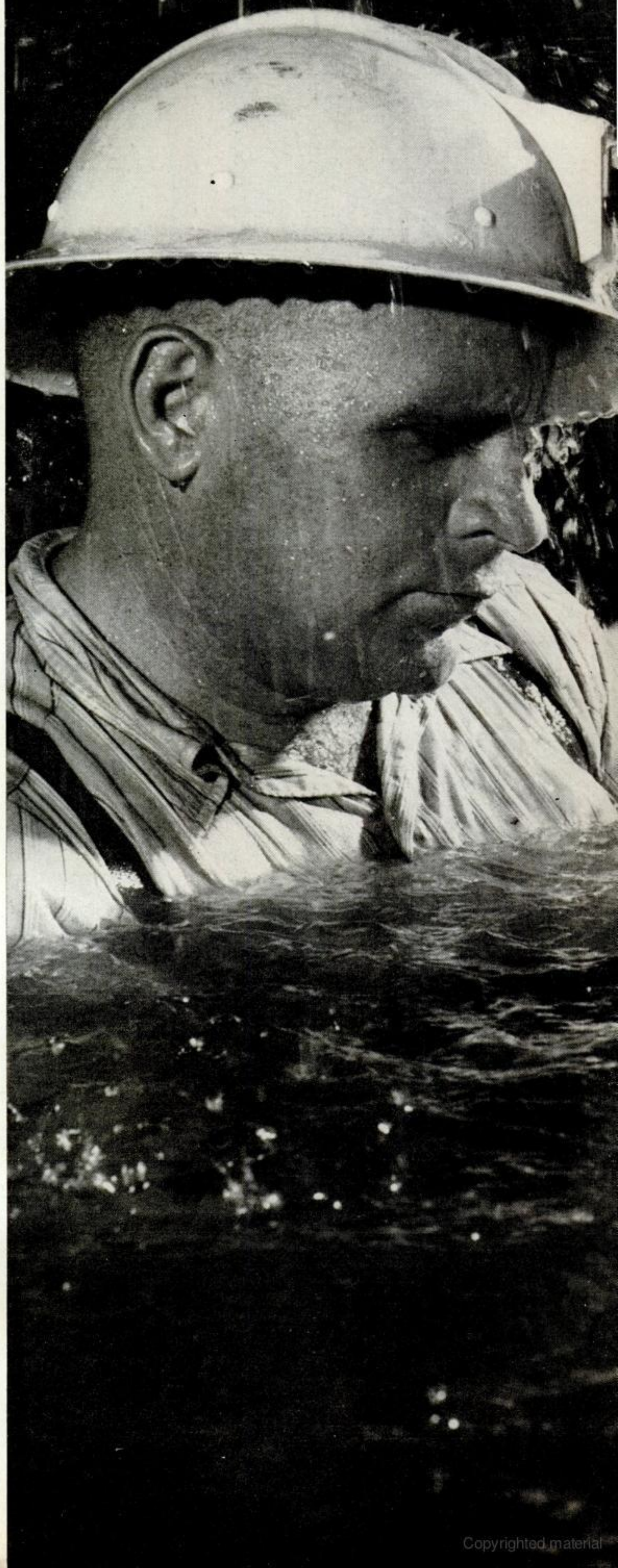
To make work possible at the headwall, pumps suck water out and blowers bring in cooling air. But despite these measures the tunnelmen spend every moment soaked with water and sweat, and roll to their stations squatting in dump carts (*above*), immersed to their chins in tepid water to keep their bodies from overheating as they go through the hot passage. Overcoming these obstacles has proved so difficult and expensive that the cost of excavation has been raised tenfold, from \$44 a cubic yard to \$447. Boring grimly ahead, 15 feet a day, the excavators still have about a mile to go but hope to get the job done by the end of 1955—provided their troubles don't get any worse than they already are.

IMMERSED INSPECTOR JOTS ON WATERPROOF PAD DURING DUMP CART TRIP →

LIFE

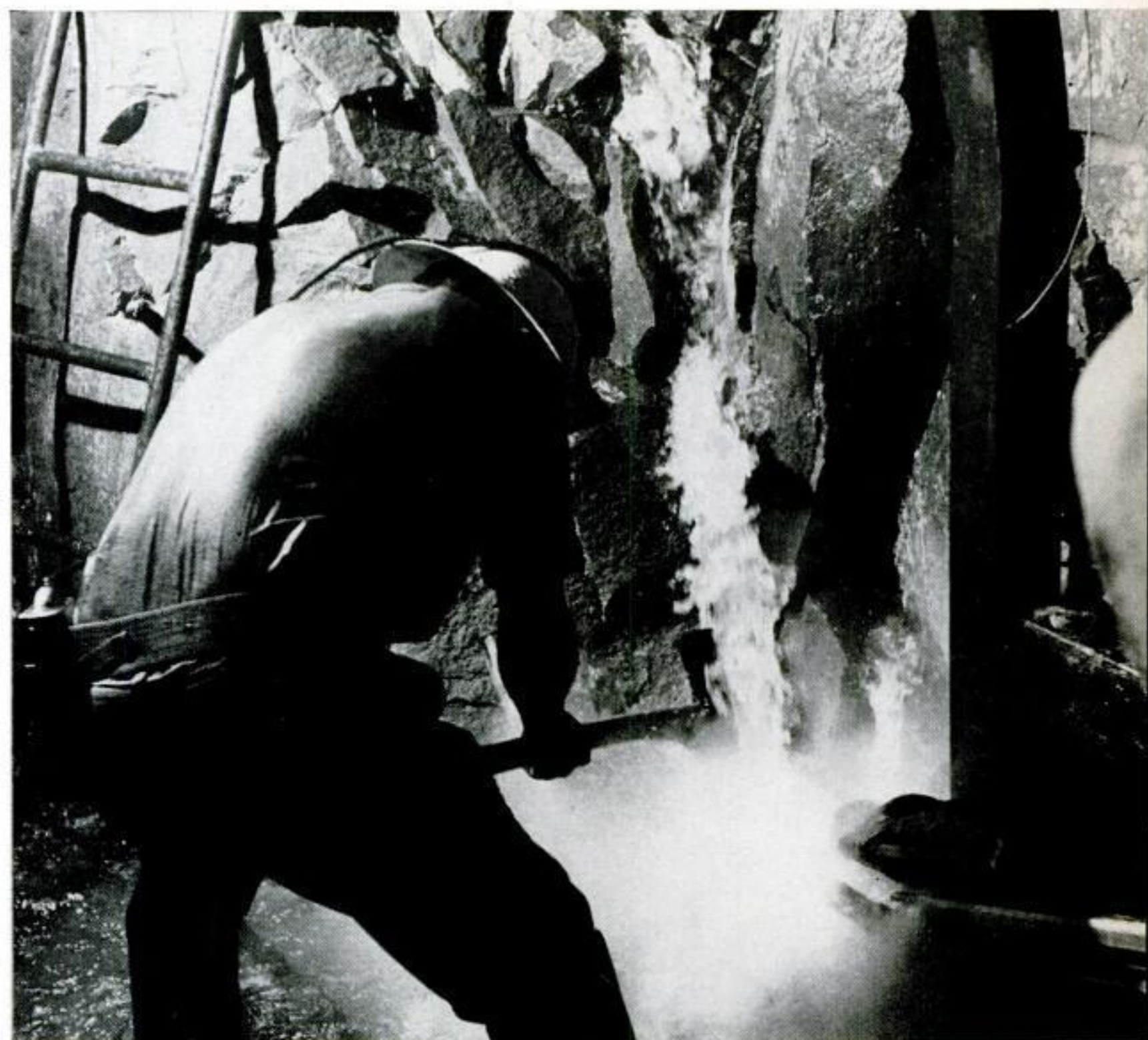
Vol. 37, No. 6

August 9, 1954





WATER CURTAIN, which walls off hottest section of tunnel, gives a cooling shower to safety man Jim Franey and 6-foot-10-inch tunnelman Bud Eaton.



HOT CASCADE pours from a recently drilled hole in the headwall of tunnel as worker, wielding an ax, bends over to chop out a drill head which has jammed.



CHECKING WATER FLOW, a geologist makes notes with the aid of miner's light held in his teeth.

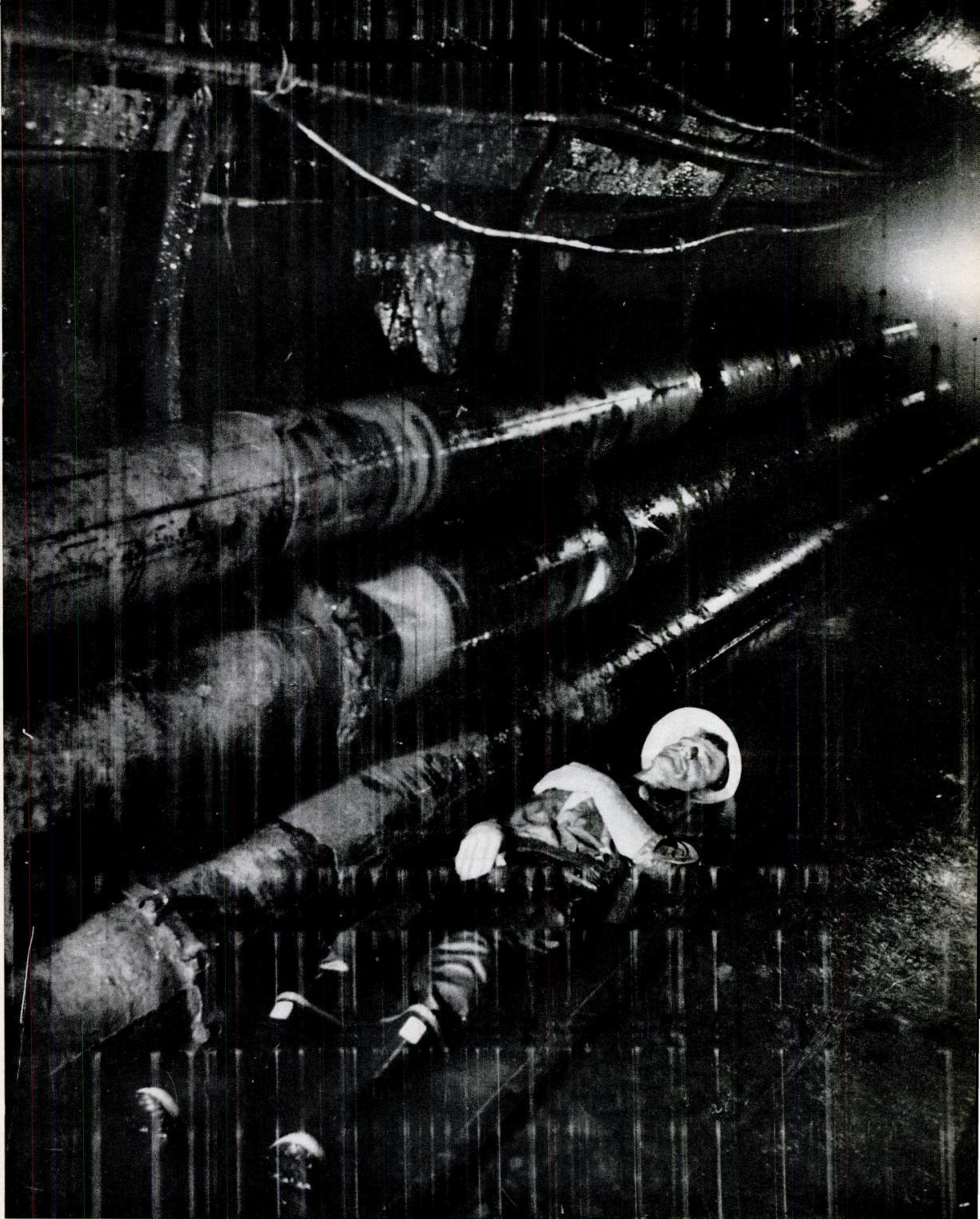
SUDDEN DISCOMFORT AND BRIEF RESPITE

The stream of steaming water in Tecolote Tunnel wears out both machines and men. It is so corrosive that it chews holes through heavy steel pipe in a matter of only months. Its flow is so heavy that workers have to build tin roofs over their working areas to shed the steady downpour to the sides and to keep it from dripping onto their backs. But after four years of drenching, the men have adopted water as their natural element to such an extent that they sometimes even lie down in it for a nap at lunchtime (*opposite page*). And when, at the end of an eight-hour shift underground, they suddenly emerge into the bright daylight, the dry 90° heat of the outer air strikes their sodden, overheated bodies like a blast of Arctic chill, and they rush to the washroom for a hot shower to cool down slowly. For their water-soaked toil the men earn \$2.55 an hour, which is 13¢ above the standard union rate for ordinary tunneling. Extra 13¢ pays for the heat.



WATERY RUBBLE is unloaded outside. Water poured into cart as it came out through the tunnel.





← **BAD MOMENT** comes for tunnelmen holding up a steel rib (*top*) when hot water splashes on them (*center*). Unable to stand the heat, they bolt for shelter (*bottom*). Streaks and speckles in pictures were caused by hot water which peeled the emulsion from the film in Photographer George Silk's waterlogged camera.

BLESSED RELIEF is found by tall tunnelman Bud Eaton, who stretches out for a watery rest a mile back from headwall, at a point where a natural spring of cold water gurgles up into the tunnel. Over his head stretch steel pipes through which hot water is pumped from the tunnel at rate of 11,000 gallons a minute.

DIFFICULT QUESTION FROM THE FAR EAST

The president of the Republic of Korea, Syngman Rhee, is a difficult ally. He came before a joint session of Congress last week and proposed that we revive the Korean war: he and Chiang Kai-shek to provide all the infantry, the U.S. to provide the air and naval forces; object, to overthrow the Mao Tse-tung regime and "win China back." If Russia should come in and make it World War III, so much the better; "it would justify the destruction of the Soviet centers of production by the American Air Force before the Soviet hydrogen bombs had been produced in quantity." The astonished senators and congressmen, who had given the little fire-eater a thunderous ovation before he started to speak, sat on their hands when they got his drift.

Syngman Rhee is difficult in other ways. He is contemptuous of his own elected legislature; he employs strong-arm methods to discourage his political opponents. He makes untold trouble for our FOA men who are trying, with some \$200 million a year of U.S. aid, to rescue the war-shattered Korean economy and control its inflation. He wants us to hand the money over to him so he can spend it for a Seoul subway, a merchant marine and other prestigious luxuries; FOA and Congress want it spent so that the Korean people can eat, produce and become self-supporting. Rhee's personal hold on the affections of the Korean people is beyond question; yet he refuses to prepare them for self-government or to permit any rival to his power. His policy toward Japan is that of a vengeful porcupine; toward U.S. businessmen in Korea, that of the dog in the manger.

Yes, a difficult ally. For all the years he spent in exile in the U.S., he appears not to understand our approach to foreign policy. But three things he does understand—probably better than we do.

He understands Asians. Almost singlehanded he has led an Asian country through its birthpangs of national independence, a devastating war of survival, and a hard year of

reconstruction, and still managed to keep it a living, hoping and reasonably free community. Of what other ex-colonial country of the Far East can this be said?

He understands Communism, and why there is no peace with it. He does not believe in "coexistence" because he knows it is like the Panmunjom and Geneva truce talks he warned us against: a Communist tactic to gain time and "lull Americans into a sleep of death."

He understands force: the strategic importance of Asia in the world balance of power, and the growing danger in Soviet Russia's growing strength in nuclear weapons. He warns us to expect a sneak attack as soon as the Soviet government has enough H-bombs "to feel confident that it can eliminate America's power to retaliate."

Said Syngman Rhee to Congress, "We are obliged, therefore, as responsible statesmen to consider what, if anything, can be done to make certain that when the Soviet government possesses those weapons, it will not dare to use them." His own solution—to restore the balance of power against Russia by liberating China now—is one which most Americans instinctively reject. It is contrary to our officially declared policy.

Then what other solutions are there? And are the others any more "responsible" than Syngman Rhee's?

To lead a system of global alliances against Communism, the U.S. must necessarily hearken to many divergent views and tolerate many strange ways of thinking. That is reason enough to value courageous, well-armed Syngman Rhee and uphold his hand and strengthen his country. But we must value him for another reason: just because he is difficult and asks embarrassing questions. Silence is not a good enough answer to the difficult question he posed to Congress last week. Until we find a better one, the future of the U.S., of Korea, of Japan, of Britain, of all our allies, of freedom itself, is under a very dark cloud.

A HOPEFUL NOTE FROM THE MIDDLE EAST

If the Free World's position in the Far East is grim (*see above*), happily some hopeful gains are being made in the equally vital Middle East. The best news of months is the peaceful settlement of Britain's bitter dispute with Egypt over evacuating Suez (*see pp. 20-24*). Though it is "a day of sorrow and shame" to Lord Beaverbrook's press, that doughty defender of the British Empire, all thoughtful Americans will share Prime Minister Churchill's recognition that such attitudes are "utterly obsolete."

As Churchill knows, the realities of the H-bomb lessen the importance of guarding Suez with conventional forces; planes based on Cyprus can guard it just as well. Far more important is the prime minister's recognition that it is better to bend with the new forces of colonial nationalism than to be broken by them, like the stiff-necked French in Indochina. A good sign that the French now recognize it too came in last week's decision by the Mendès-France cabinet to establish, by degrees, virtual self-government for independence-hungry Tunisia. In Egypt the British concessions are being made before the people have been permanently embittered against the West, and in time to keep Western contact with the Egyptian revolution.

Its father, dynamic young Premier Gamal Abdel Nasser (*LIFE*, March 8, 1954), though made a dictator by events, is a thoughtful, idealistic man whose belief in Western concepts

of freedom and equality runs deep. Now that Egypt no longer need regard Britain as Enemy No. 1, Nasser is free to do two very important things: 1) to spread, among other Arab states, the live-and-let-live attitude toward the Israelis, which he has already demonstrated, and 2) align Egypt firmly in the defense structure of the Free World, as he has long privately expressed a desire to do. With Turkey already a member of NATO, and Pakistan accepting American protection and arms, the possibility of a Middle East defense organization of the Moslem states grows more real. It is made more so by Iran's recent bold rejection of Soviet pressure to stay out of such alliances.

Military defense, however, is not enough. As in the Far East, the people of the Middle East are on the march, not only against foreigners, but against hunger, poverty and feudalism. Until now the U.S. has held up extensive aid to Egypt out of courtesy to Britain. But now the U.S. should rush every possible assistance, financial and technical, to help young Nasser lift the wretched *fellahin* out of the muck of centuries into the 20th Century. The urgency of doing so is made all the clearer by the Soviet Union's sudden new "Point Four" offensive in Afghanistan, whose consideration of an offer of \$250 million in Communist economic assistance is plain warning that we must move fast if we are not to be outrun even in the game of our own invention.



PIKE'S PIQUE

Fishing on Ontario's Lac Seul, Oliver Hoglund hooked a vigorous northern pike and prepared to give battle. As Hoglund's fishing companion, a photographer named C. Herbert Smith, raised

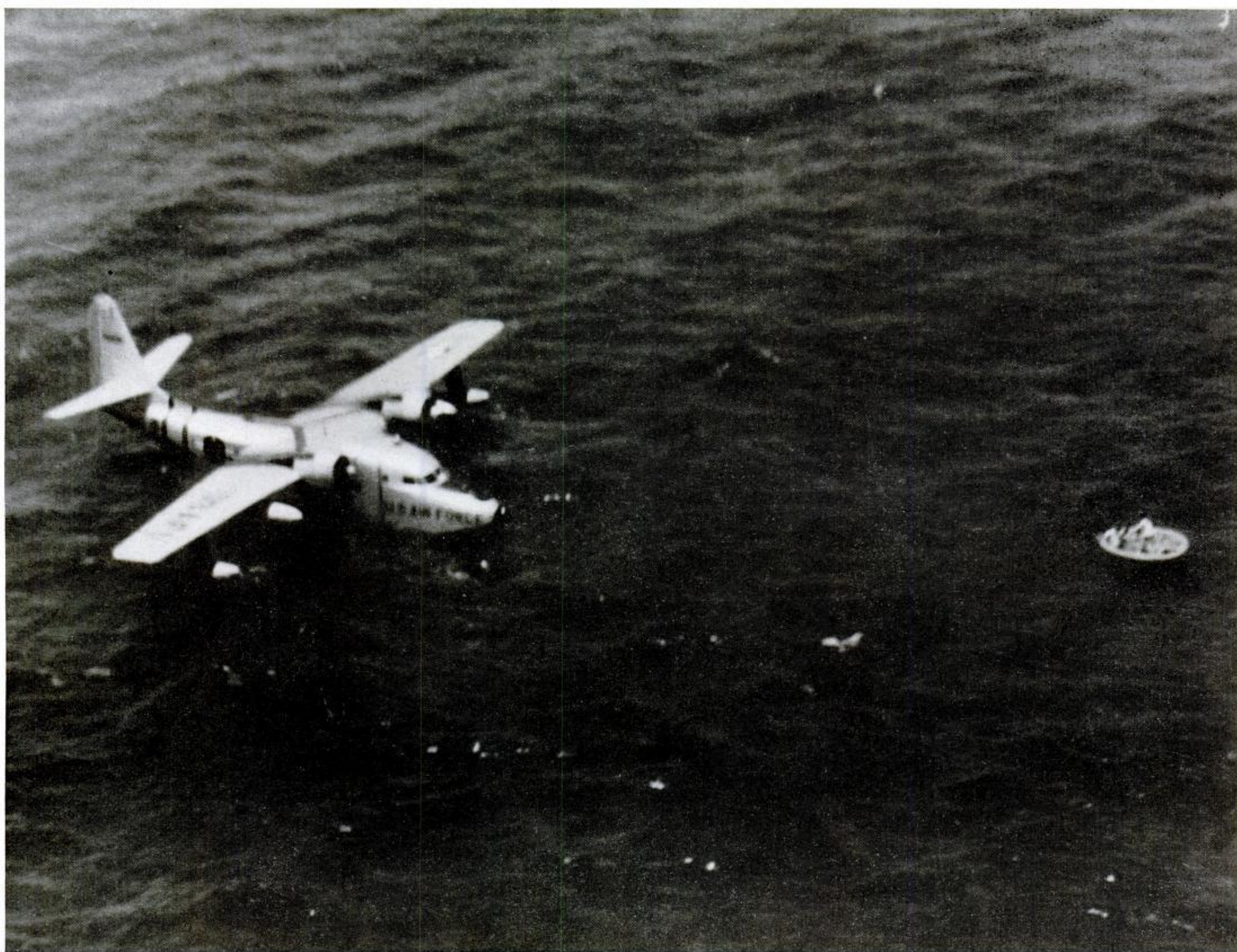
his camera to record the fight, the pike leapt angrily from the water and spat out the spoon hook on which it was caught. Hoglund lost his fish, but Smith got an extraordinary picture.



DIENBIENPHU MOP-UP

This panorama of Dienbienphu—actually five pictures pieced together—released by the Reds last week, shows the Vietminh collecting their war booty from the battered French fortress after it fell to

Reds on May 7. Dark-colored tent at extreme left is made of a parachute used for heavy equipment drops, one of thousands of French parachutes Reds used for shelter. In three captured U.S. trucks Red troops are loading gas cans. Two U.S. 105-mm howitzers stand in craters to left of road.



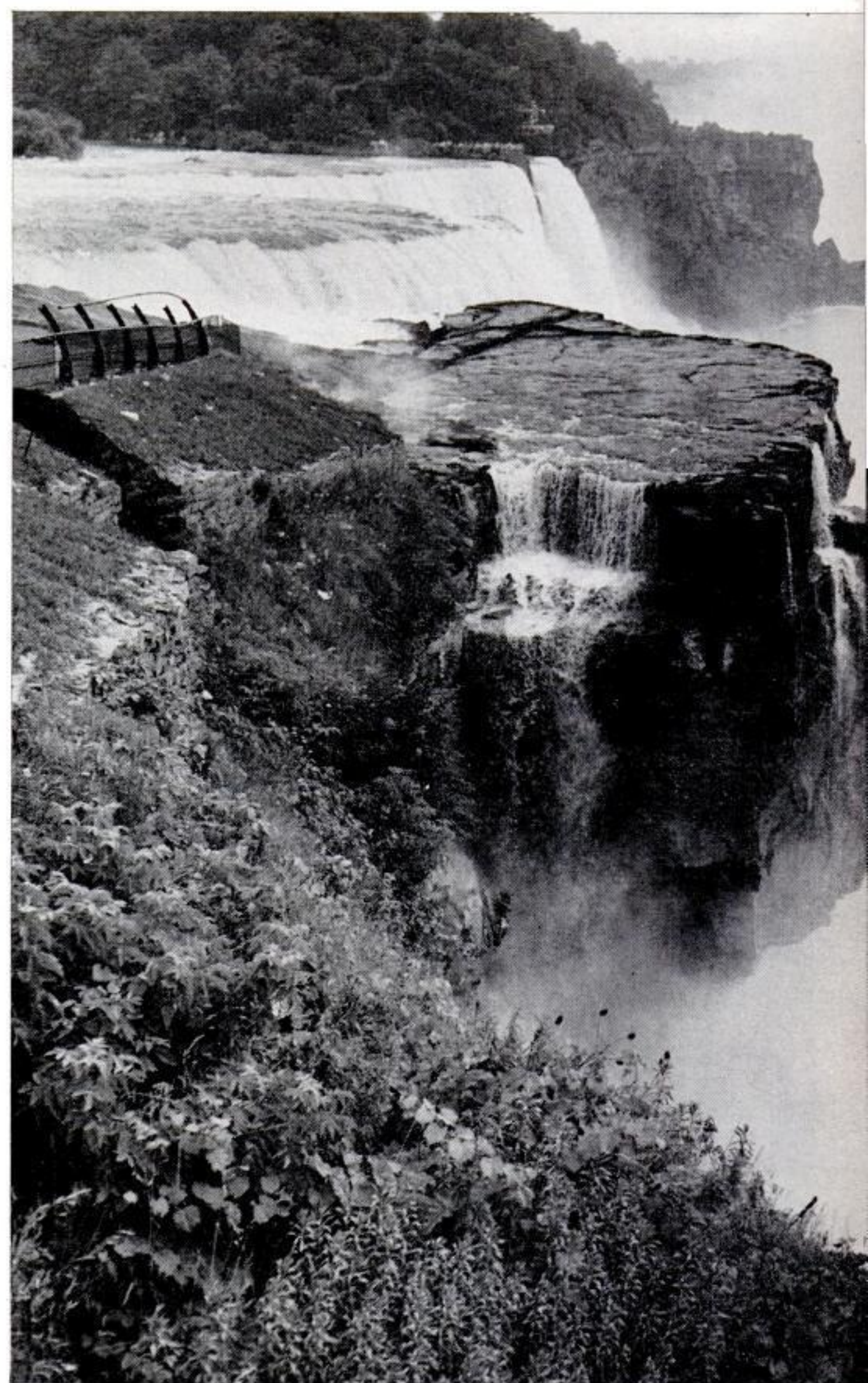
PERILOUS PICKUP

Risking attack from Red fighters, a U.S. Air Force Albatross noses toward bobbing rubber raft to rescue nine survivors from British passenger plane shot down by two Chinese Communist fighters near Hainan island on July 23. Three days later U.S. carrier planes, combing area for nine more passengers, actually were jumped by two Red planes and shot them down.

FUSS OVER PHILIP

As Canadian Mounties stared stolidly ahead, squealing women in Ottawa crowded to glimpse Britain's most glamorous male, the Duke of Edinburgh, who had come to tour the Dominion and watch the Empire Games at Vancouver. Flanked by his secretary, Navy Commander Michael Parker, Philip (right) acknowledged his noisy welcome with restrained nods.



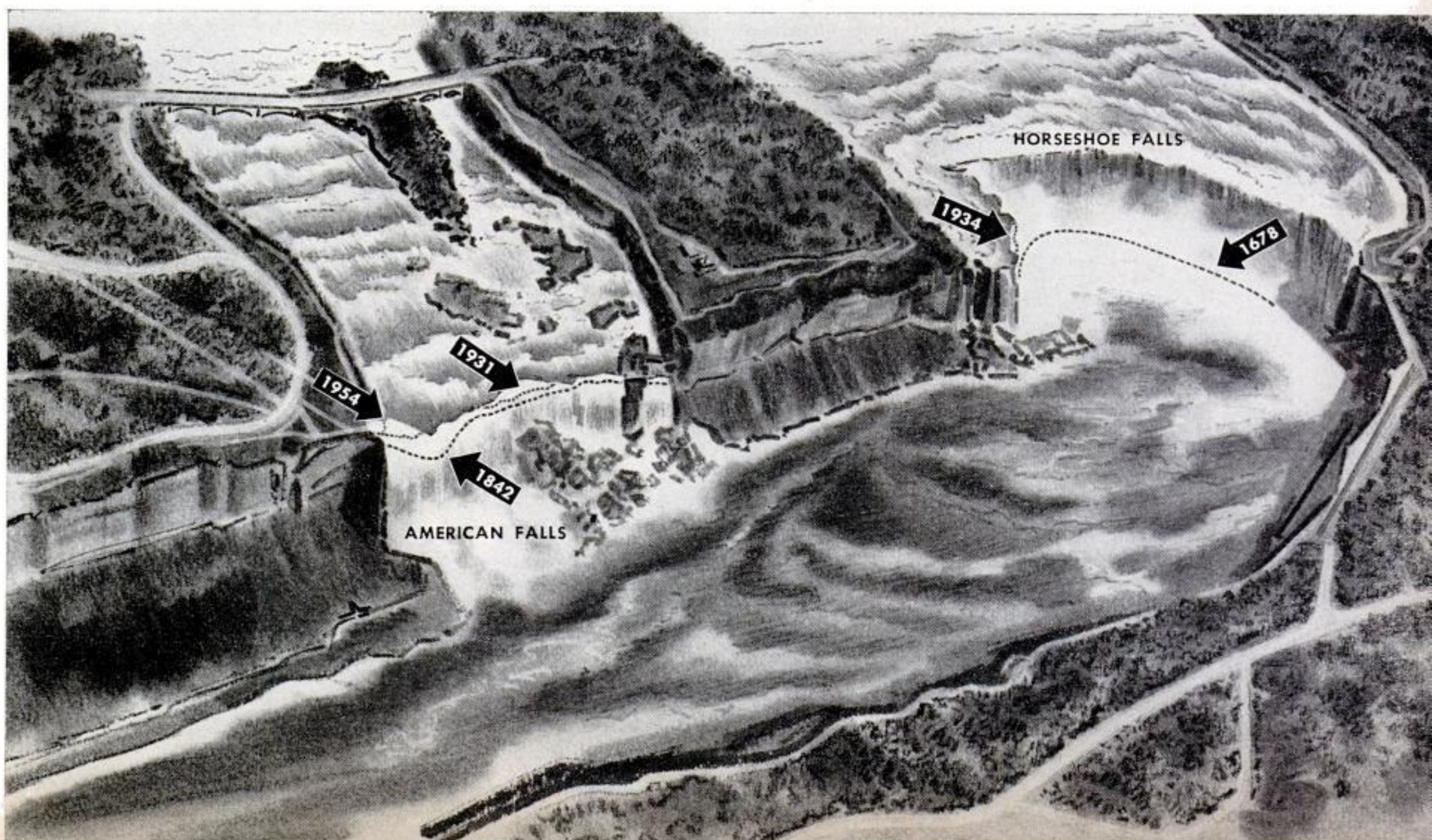


BIGGEST ROCK FALL YET AT THE BIG FALLS

Prospect Point cave-in improves Niagara vista

In a thundering avalanche, 185,000 tons of rock broke from the edge of Niagara Falls last week, and the continent's most famous honeymoon landmark virtually disappeared, changing a view fondly remembered by millions of American couples. The soft shale foundation of the tip of Prospect Point began to crumble, weakened by the 50-mph eroding force of water that rushed past and by the seepage of water into fissures in the rock. A tremor shook the headland, knocking off loose cliff-top boulders (*picture, top left*). Shale slabs 70 feet down the cliff fell away (*second picture*), causing a 200-foot-long chunk of the heavy dolomite crust on top to crack off (*third picture*) and crash 67 feet toward the spray-filled chasm of Niagara River (*fourth picture*). It was Niagara's biggest cave-in yet. Forewarned by water trickling into an elevator shaft, guards kept sight-seers at a safe distance. But one boatload of tourists (*far right*) got grandstand seats as nature remade Niagara's profile once again (*below*), giving an improved head-on sight of the American falls for future honeymooners.

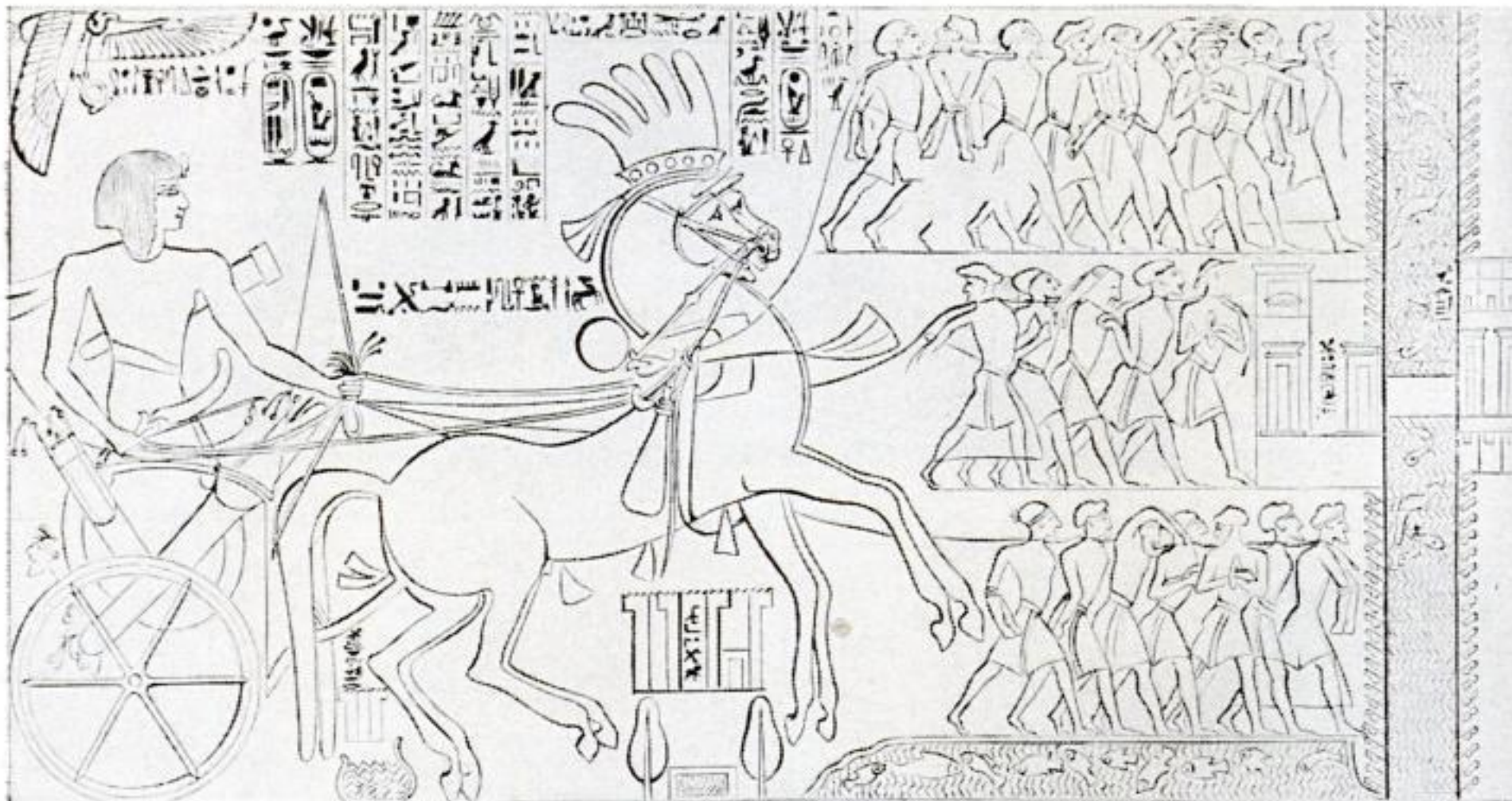
PREVIOUS BREAKS in modern times include slides in 1931, 1934 and last week. Estimate of gradual erosion since 1678, when falls were first sketched, is shown by long dotted lines. Horseshoe Falls (*right*), over which flow 95% of river's water, have eroded quarter of a mile. The American Falls have receded only about 90 feet since 1842.



THE DAMAGE after slide stopped showed a stretch of cliff, from clinging tree (*center*) to falls (*right*), had collapsed, leaving 185,000 tons of rock strewn in the gorge.



AFTER 25 CENTURIES OF SUEZ HISTORY:



ANCIENT EGYPTIANS ruled by Pharaoh Seti I, shown in drawing of Egyptian relief, had waterway

(right) linking lower Nile with the Red Sea. A forerunner of today's canal, it was used in 1380 B.C.

Cause of peace gains as British

In Cairo last week there was jubilation. Happy crowds hurled themselves upon Premier Gamal Nasser to hail him as "Liberator." For almost the first time since the days of the pharaohs the land of Egypt was to be free of foreign dominion. Under an agreement signed by Nasser and Secretary of War Antony Head, Britain would take her troops out of Suez. With the agreed-on departure of the last of a long line of conquerors and occupiers—from the ancient Persians and Romans to the modern Turks and British—Egypt could more readily develop her own resources. And with the healing of a political sore spot, the whole Middle East might settle down.

The accord was part of a general pattern in which great powers are acceding to the pressures of nationalism in the old colonial areas



DARIUS I, the Persian tyrant, one of first foreign conquerors to hold Suez, had old canal redug when his armies occupied Egypt in 521 B.C.



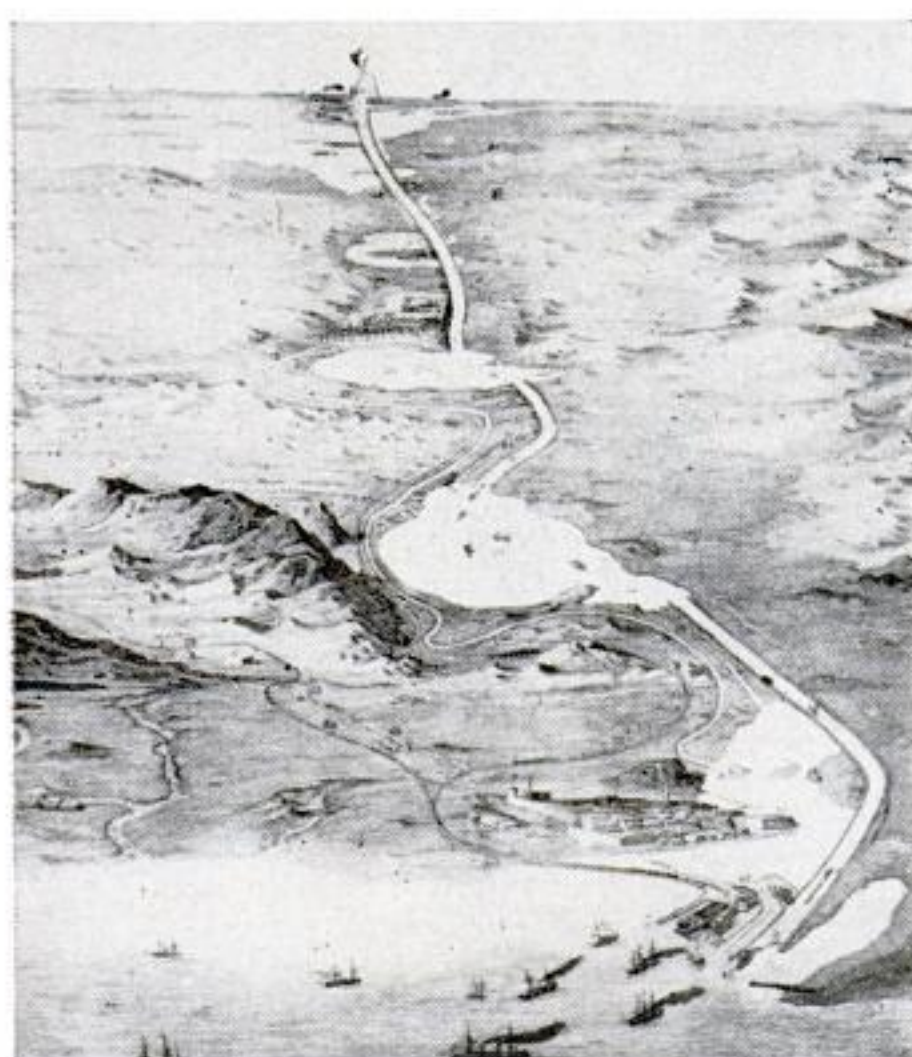
HARUN AL-RASHID, the Caliph of Baghdad, considered plan for cutting first sea-to-sea canal in 788 A.D. But he never started on the project.



NAPOLEON had canal surveyed when he took Egypt in 1798. Plans fell through when Nelson's fleet beat the French in the Battle of the Nile.



CANAL'S BUILDER, French engineer de Lesseps (in native dress), started work in 1859. He was unsuccessful with Panama Canal in 1889.



NEW WATERWAY, shown in this early drawing from Red Sea approach, cut sailing time by weeks. But the young company almost failed because early toll revenue did not equal high maintenance costs.



BRITISH OCCUPATION began in 1882. Landing to protect English interests during violent anti-foreign riots, British troops (lower left) defeated Egyptian leader Arabi Pasha at Tel-el-Kebir. Arabi

escaped from battle in a private railway car (upper right), and the British established themselves in Cairo. Before the British arrived Egypt had been, for over three centuries, part of the Turkish empire.

A GREAT DAY IN THE LAND OF EGYPT

agree to pull out of Canal Zone

(see Editorial). Sir Winston Churchill, who pushed it through despite a revolt within the Tory party, pointed out the great cost of the Suez base and its vulnerability to H-bombs. President Eisenhower announced that he was pleased, which was natural since U.S. diplomacy had helped bring about the accord.

Not mentioned in the new agreement but the real source of Egypt's troubles is the canal itself—though it is run by an international company and will not be affected by the accord. Long the dream of conquerors who sought a gateway to the wealth of the East, finally built by the French and then taken into the control of the British, the 100-mile long waterway became the greatest of international canals. By terms of the original 99-year lease, it too is scheduled to revert to Egypt in 1968.



MODERN EGYPTIANS, in spontaneous victory celebration, swarm over Premier Gamal Nasser as

he makes a first public appearance in Cairo after signing the preliminary agreement with the British.



DIGGING OF CANAL was financed mainly by French and Turks who invested in company De Lesseps formed. England opposed the project. The going was slow at first when forced native labor was used but work speeded up when machinery (above) was brought in. The 100-mile channel was completed in 10 years.



THE GRAND OPENING in 1869 faced a delay when a ship ran aground in the channel. It floated free just as the desperate De Lesseps was about to dynamite it. After fireworks display and tent ceremonials (above), the guests, including the Empress Eugénie, made the first voyage from the Mediterranean to the Red Sea.



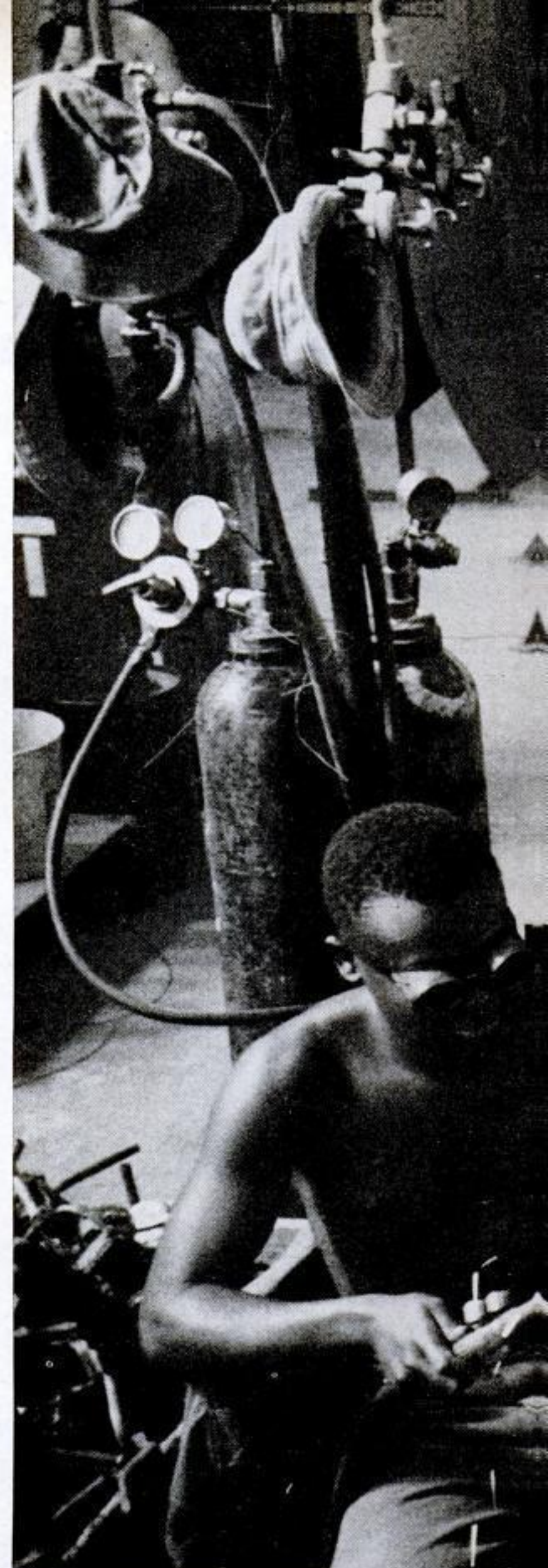
CONVENTION OF 1888, shown in cartoon above, guaranteed use of canal to all nations, but recognized English control of Egypt and Suez.



ANTI-BRITISH RIOTS—45 people were killed in this 1952 uprising—were intensified after World War II when Egypt abrogated 1936 treaty confining English soldiers to tiny Canal Zone and demanded all British leave country.



PEACE AT LAST comes as Great Britain's Antony Head (left), who finally negotiated the agreement, signs in Cairo while Egypt's Premier Gamal Nasser looks on. Said Nasser afterwards, "I've worked for this moment for 14 years."



THE CANAL CUTS STRAIGHT THROUGH THE DESERT AND IS THE ONLY OCEAN VESSEL CANAL WITHOUT ANY LOCKS

EAST AFRICAN TROOPS, WORKING AS

SUPPLY DEPOT AND GARRISON AT TEL-EL-KEBIR, A DREARY EXPANSE OF SAND, TENTS AND FLIES, WAS THE LARGEST BRITISH INSTALLATION IN CANAL ZONE





SPOT WELDERS AT BRITISH ARMY PLANT NEAR FAYID, MAKE STORAGE CANS FOR MIDDLE EAST TROOPS. PLANT WILL PROBABLY GO UNDER CIVILIAN CONTROL

WHAT THE BRITISH ARE LEAVING: A BIG BASE AMID SANDY WASTES

To maintain her balance of power in the whole, taut Middle East—as well as to protect the internationalized canal—the British erected on the sandy wastes west of the Suez one of the world's great military installations. From Ismailia south to Suez and west to Tel-el-Kebir, the British garrisons, supply depots and training areas covered 9,714 hot, inhospitable square miles. They cost an estimated \$1.4 billion to build and equip, and \$140 million a year to maintain. Here 80,000 of the Empire's best troops did their lonely tours of duty. In two world wars the Suez was the hub of British resistance which turned back the Germans from the lifeline to India and the oil fields of Iran.

The formal signing of the agreement is not expected before September. After that, all British troops must leave the Canal Zone within 20 months. For the next seven years the British may maintain and operate their present installations, using commercial firms and civilian help. In the event of an attack on Egypt, on her fellow Arab League states or—most important in British eyes—on Turkey, Britain may immediately return the Canal Zone to a war footing. Over the next few years Britain is likely to start building up the island of Cyprus, over 300 air miles from the zone, as a major operating base in the Middle East. But most of the troops now patrolling the dusty perimeters of the zone (*next page*) will be brought back to England to join a strategic reserve for the whole empire.

OUTGOING CUSTOM—AN EGYPTIAN IS FRISKED FOR WEAPONS AT MOASCAR →





SETTING SUN OF EMPIRE slants across the desert on a British RAF air-craftsman sturdily walking his post at an engineering installation near Ismailia.

For the 80,000-man Suez garrison, the treaty will bring blessed relief from barbed wire vigils, searing heat and the relentless hostility of the Egyptians.



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Would you mind taking another look at that seagoin' man who is now going ashore?

His face expresses something pretty important, we think. That's the pride, pleasure and satisfaction that *every* new car buyer is entitled to . . . and that every new *Chevrolet* buyer is sure to enjoy for a long, long time.

THERE'S EXTRA PRIDE IN BODY BY FISHER. Isn't there a little extra "lift" in having a car with the best-known automobile body in all the world? Isn't there an extra allowance of pride in the kind of smooth, graceful styling most people like best? Isn't there extra satisfaction in finer workmanship and deep-down, longer-lasting quality? Chevrolet gives you all these advantages of Body by Fisher and—well worth consideration when you buy—Chevrolet is the only low-priced car that does.

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LESS TO PAY ALL THE WAY. Your savings begin when you buy and continue over all the miles you drive it. Chevrolet is the lowest-priced line of cars with the greatest name of all for keeping down upkeep costs.

Small wonder our seagoin' friend wears such a proud and pleased expression. Wouldn't *you* like to wear it, too? It can easily and quickly be arranged for you. Today, maybe?

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SMOOTHER SAILING — AUTOMATICALLY! If you want all the latest automatic power features and driving conveniences, Chevrolet has them for you. In addition to Powerglide automatic transmission, Chevrolet offers Power Steering, Power Brakes (on Powerglide models) and Automatic Front Window and Seat Controls (on Bel Air and "Two-Ten" models). All are optional at extra cost.

YEAR AFTER YEAR MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!





1 Fill avocado halves with Crabmeat Salad—dressed with mixture of 1 cup of creamy mayonnaise, 2 Tbs. Heinz Chili Sauce, 1/8 tsp. Heinz Yellow Mustard, 1 tsp. Heinz Worcestershire Sauce, 1 tsp. Heinz Tarragon Vinegar.



2 Florida Fruit Salad is fresh and welcome as sunshine when you mix 1 Tbs. honey with 1 cup French dressing. (Follow basic recipe below.)



3 Old-fashioned Cole Slaw Dressing: Cook till thick 2 beaten eggs, 1/2 cup each of water and Heinz Salad or Apple Cider Vinegar, 1/4 cup honey, 1 tsp. salt, 1/8 tsp. pepper and 1 1/2 tsp. Heinz Yellow Mustard. Chill.

HEINZ

—the secret of



CREAMY MAYONNAISE

Marvelous For Salads 1, 4, 6, 7, 8, 9

• Mix together 1 tsp. Heinz Prepared Brown or Yellow Mustard, 1/2 tsp. salt, 1/8 tsp. pepper, 1/8 tsp. paprika, 1/4 tsp. sugar. Add 1 egg, beating well with rotary or electric beater. Add 1/2 cup salad oil gradually (at first by drops), beating constantly. Add alternately 3 Tbs. Heinz Salad, White or Apple Cider Vinegar, 1 1/2 cups of salad oil, beating after each. Mayonnaise should be stiff enough to hold its shape. (Yields 2 3/4 cups.)

6 Rich and fluffy dressing for Tomato Aspic is easily contrived by combining 1/4 cup heavy cream, stiffly whipped, with 1/2 cup mayonnaise.



7 Secret of heavenly Waldorf Salad is this dressing: Beat 3 ounces cream cheese with rotary beater until smooth. Add 3 Tbs. Heinz Raspberry Jelly and 2 Tbs. mayonnaise.



8 Here's the world's quickest Russian dressing, great on Seafood Salad: Add 1/4 cup Heinz Chili Sauce to 1 cup mayonnaise.

4 You lend sprightly flavor to Potato Salad by blending $\frac{1}{4}$ cup grated American cheese with 1 cup mayonnaise. (Follow basic recipe below.)



5 To make Tossed Green Salad taste distinctive, add $1\frac{1}{2}$ to 2 Tbs. anchovy paste to 1 cup French dressing, beating well.



Quick Tricks To Make Summer Meals Sparkle

Meet the new Heinz Relish Twins!

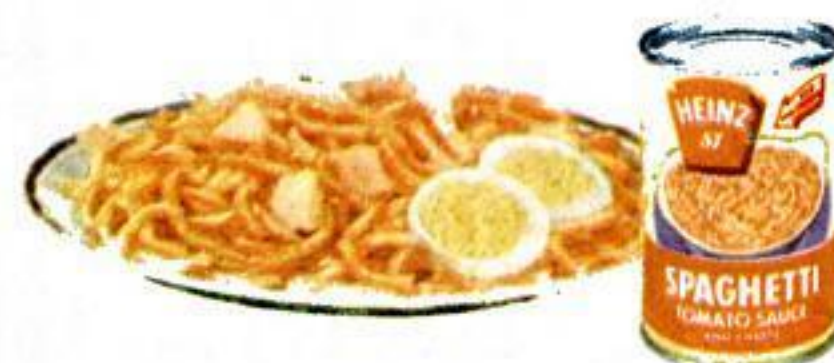


● Heinz Hot Dog Relish does delicious things for corned beef hash! First chill hash, open both ends of tin, push out in a roll and cut into 4 to 6 portions. Brown each circle on both sides in frying pan and top with heaping tablespoonful of Heinz Hot Dog Relish set in a ring of raw onion.



● Heinz Hamburger Relish (a spicy blend of chopped pickles and thick tomato sauce) is especially good if you'll pour it on your hamburgers just before you serve them—so the meat warms the relish and brings out its full, zesty flavor!

Beat the heat with this quick spaghetti treat!



● Combine and heat contents of 2 tins Heinz Spaghetti with contents 7-oz. tin of tuna, drained and flaked. Serve on platter garnished with hard-cooked egg-white rings and grated egg yolk (2 eggs). Wonderful summer supper for five!

Heart and center of a hot-weather meal!



● One dish makes the meal — when you heat hearty Heinz Chili Con Carne on top of the stove and spoon it over rice (the pre-cooked kind). Marvelous with green salad, chilled fruit and beverage.

VINEGAR

best-dressed salads

ALTHOUGH FINE VINEGAR is the real secret of all good salad dressings, it's actually the least expensive part of the salad. Naturally, the best salad-makers always use Heinz Vinegar, accepted everywhere as the world's finest. You'll find the mellow magic of wonderful Heinz Vinegar coaxes out all the delicate flavors. So use clear, sparkling Heinz Vinegar for sure salad success. All five kinds—Apple Cider, Distilled White, Malt, Tarragon and Salad Vinegar—are so uniformly full flavored they honestly go further! (Heinz Distilled White Vinegar also comes in thrifty gallon jugs with pickling recipe booklet attached. Or for your free booklet, write H. J. Heinz Co., Pittsburgh 30, Pa.)

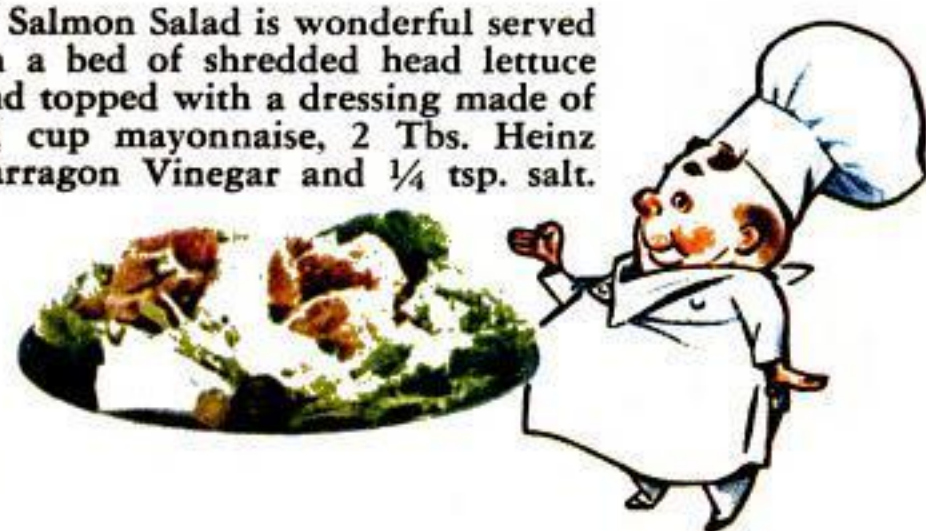


DELICIOUS FRENCH DRESSING

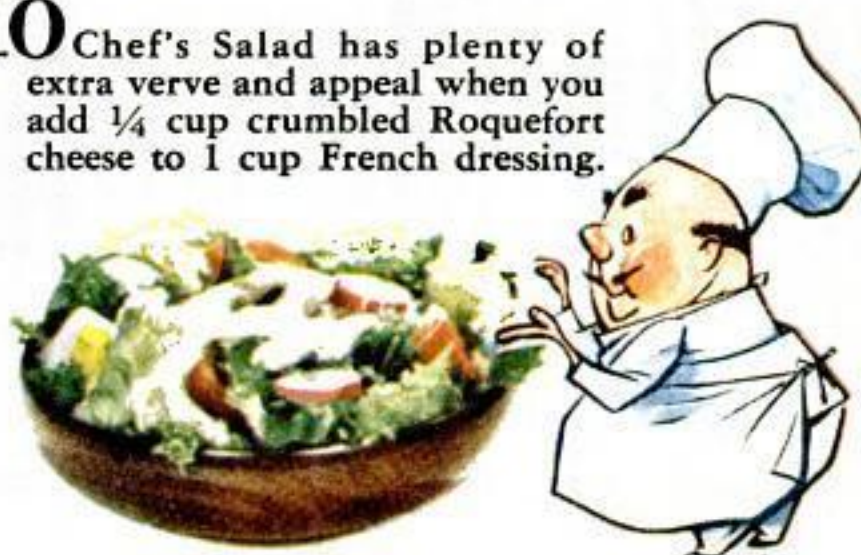
Recommended For Salads 2, 5, 10

● In dressing flask or jar, combine $\frac{1}{2}$ tsp. salt, 1 tsp. sugar, $\frac{1}{4}$ tsp. paprika. Add $\frac{1}{4}$ cup Heinz Vinegar (Apple Cider, Distilled White, Salad, Malt or Tarragon) and $\frac{3}{4}$ cup salad oil. Shake well. Chill. Always shake before serving. (Yields 1 cup.)

9 Salmon Salad is wonderful served on a bed of shredded head lettuce and topped with a dressing made of $\frac{1}{4}$ cup mayonnaise, 2 Tbs. Heinz Tarragon Vinegar and $\frac{1}{4}$ tsp. salt.



10 Chef's Salad has plenty of extra verve and appeal when you add $\frac{1}{4}$ cup crumbled Roquefort cheese to 1 cup French dressing.



57 HEINZ VARIETIES

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Paul Jones

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LIFE ON THE NEWSFRONTS OF THE WORLD

**Atomic energy filibuster ends, more atomic subs
are ordered and miler Landy greets Jolly Roger**

After a 13-day filibuster by Democratic liberals (LIFE, Aug. 2) including three all-night sessions, the Senate by a vote of 57-28 passed the atomic energy bill which allows private enterprise to participate in the development of atomic power.

With adjournment fever in the air Congress further moved to get big bills out of the way:

The House and Senate passed the omnibus tax reform bill which the President called the "cornerstone" of his legislative program. First major overhaul of the nation's tax laws in 82 years, the bill gives \$1,363,000,000 in tax relief by allowing greater tax deductions in items ranging from medical care to business losses. Most-discussed feature of the bill is a provision to give tax ease to stockholders by excluding the first \$50 of dividends from taxes and giving a tax cut equal to 4% on additional dividends.

The Senate passed and sent to the White House an omnibus housing bill which, except in public housing, gave the President what he had asked for. Among the bill's provisions are ones designed to prevent builders from making "windfall" profits.



"ANGEL" (RIGHT) TALKS WITH PATIENT IN WALTER REED HOSPITAL

Nurse Genevieve de Galard-Terraube needed nearly as much fortitude as at Dienbienphu when she came to the U.S. Two crowded days of welcome for the "Angel of Dienbienphu" included a triumphal parade up New York's Broadway, a medal for heroism from President Eisenhower at the White House and a tour of Washington, D.C.'s Walter Reed Army Hospital.

Shipbuilding push for U.S.

The U.S. got underway with some impressive shipbuilding plans. The Navy said it would build two additional atomic submarines which will give it a total of four. Simultaneously the Navy assigned the construction of its fourth supercarrier of the *Forrestal* class to the Brooklyn Naval Shipyard. In the maritime field the Department of Commerce pushed plans for a \$385 million shipbuilding and repair program it hopes to have underway by the end of the year, with private interests supplying 60% of the funds.

In Berlin, U.S. High Commissioner James Conant offered the Russians a shipment of bread and potatoes for German East zone victims of the Danube River floods (LIFE, July 26). Although the food scarcity is so severe that anti-Communist flare-ups may result, the Russians are not expected to accept the offer.

CONTINUED ON NEXT PAGE

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**because all 3 MENNEN SHAVE CREAMS
wilt toughest whiskers extra soft!**



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — and this big bonus: they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.

MENNEN
makes
all 3



(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

MENNEN *shave creams* **FOR MEN**

BEWARE THE BACKWARD STEP*

*It's a warning about your breath

When your bridge partner politely moves back,
it's usually a hint you have a breath problem.



CLORETS MAKES BREATH

"Kissing Sweet"

IN SECONDS

even after onions • smoking • alcohol

• Millions have discovered that CLORETS make breath "Kissing Sweet" even after such stubborn odors as onions. CLORETS' new exclusive formula with Retsyn doubles chlorophyll's breath purifying power. Delicious CLORETS are more effective because they contain more of the vital chlorophyll elements which purify your breath. With CLORETS in your pocket or purse, you are only seconds away from "Kissing Sweet" breath. And CLORETS are all-out enjoyable.

...be sure
your breath is
"KISSING
SWEET"



**DELICIOUS CHEWING GUM
OR REFRESHING
CANDY MINTS**

NEWSFRONTS CONTINUED



COHN HANDS OUT AUTOGRAPHS TO HIS ADMIRERS AT THE ASTOR

Kudos for Cohn

Roy Cohn, who recently resigned under fire as counsel of Senator Joe McCarthy's Senate investigations subcommittee, was surrounded by admirers at a testimonial dinner in New York's Astor Hotel, where despite the summer heat 2,000 turned up to show their approval of him and of Senator McCarthy, also present, by cheering wildly and rattling the silverware against dishes and glasses.

Celebrating the 700th anniversary of the famous Dutch cheese market of Alkmaar, the citizenry and guests of the town sat down to an all-cheese lunch in the square before the city's cheese-weighing house. Mayors present included those of the towns of Cheddar and Roquefort. Invited but absent, pleading other engagements, were the mayors of Gorgonzola, Edam and Gouda.

Primary time down South

In three southern states, where the Democratic primaries are virtual elections, the voters passed judgment on three well-known personalities. Overconfident Texas Governor Allan Shivers, who endorsed Eisenhower for president in 1952, was forced into a runoff election against a lawyer named Ralph Yarborough representing the resurgent pro-Stevenson "loyalists." In Arkansas, Conservative John McClellan, fresh from the McCarthy hearing room, seemed assured of a third Senate term by beating the liberal former Governor McMath. In Oklahoma's lieutenant governorship primaries, a cattle rancher named Pink Williams, famous in 1952 as the sender of 300,000 off-color, anti-Eisenhower postcards, drew enough votes to win a runoff election against James Berry, the incumbent for 20 years.

An official opinion by four pathologists at long last closed the tumultuous Montgomery Ward Thorne case. It was death by natural causes: pneumonia, complicated by vomiting.



TESTIMONY OF FRIEND (LEFT) JAILS DR. SHEPPARD (RIGHT)

Arrest for an osteopath

In Cleveland police arrested Dr. Samuel Sheppard and charged him with killing his pregnant wife Marilyn. His arrest came after Susan Hayes, 24, a hospital technician, testified she had had an affair with the 30-year-old osteopath-neurosurgeon. Sheppard had previously denied the relationship was anything more than friendly.

CONTINUED ON PAGE 32



SIMPLE AND EFFICIENT—The *Bell Solar Battery* is made of thin, specially treated strips of silicon, an ingredient of common sand. It needs no fuel other than the light from the sun itself. Since it has no moving parts and nothing is consumed or destroyed, the *Bell Solar Battery* should theoretically last indefinitely.

New Bell Solar Battery Converts Sun's Rays Into Electricity

Bell Telephone Laboratories demonstrate new device for using power from the sun

Great and kindly is the sun. Each day it bathes the earth in light, bringing life to everything on earth.

Scientists have long reached for the secret of the sun. For they have known that it sends us nearly as much energy daily as is contained in all known reserves of coal, oil and uranium.

If this energy could be put to use there would be enough to turn every wheel and light every lamp that mankind would ever need.

Now the dream of the ages is closer to realization. For out of the Bell Telephone Laboratories has come the *Bell Solar Battery*—a device to convert energy from the sun directly and efficiently into usable amounts of electricity.

Though much development remains to be done, this new battery gives a glimpse of future progress in many fields. Its use with transistors

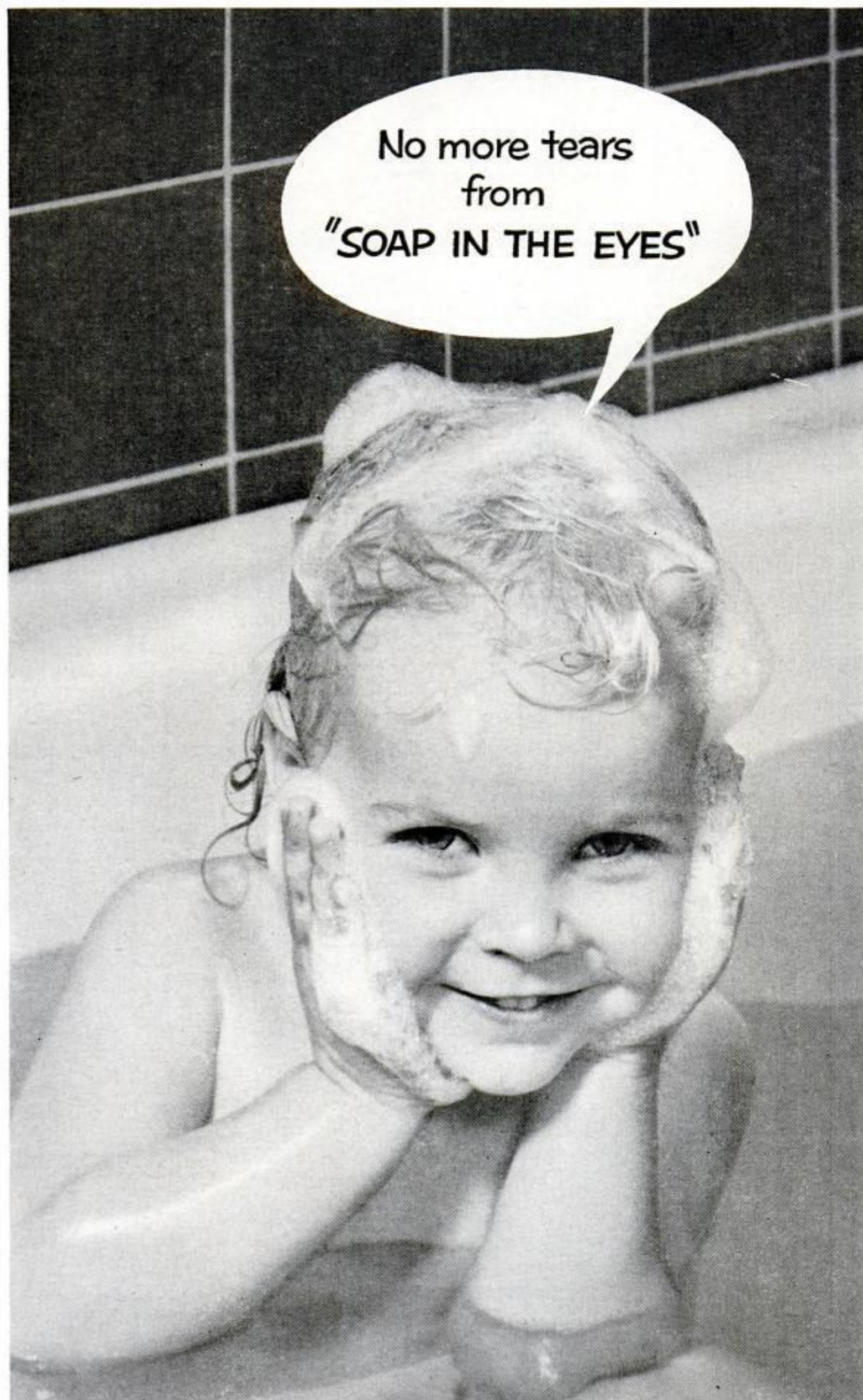
(also invented at Bell Laboratories) offers far-reaching opportunities for improvements and economies in telephone service.

A small *Bell Solar Battery* has shown that it can send voices over telephone wires and operate low-power radio transmitters. Made to cover a square yard, it can deliver enough power from the sun to light an ordinary reading lamp.

Great benefits for telephone users and for all mankind will come from this forward step in harnessing the limitless power of the sun.

BELL TELEPHONE SYSTEM





New JOHNSON'S BABY SHAMPOO

- WON'T BURN or IRRITATE eyes
- Gets hair **GLORIOUSLY CLEAN**



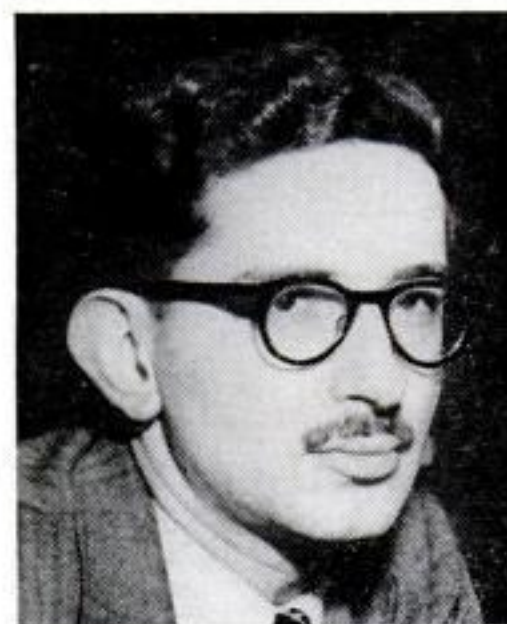
END shampoo-time tears and temper with new, exciting Johnson's Baby Shampoo—a scientific miracle that doesn't burn or irritate delicate little eyes the way ordinary shampoos do!

Johnson's Baby Shampoo is pure as can be, safe for tiniest tots. It leaves hair sparkling clean, easy to comb. Sudses in hard or soft water...rinses out quickly, completely. Equally fine for dry or oily scalps.

Another exclusive, dependable Johnson's Baby Product.

Johnson & Johnson

NEWSFRONTS CONTINUED



DR. JOSEPH CORT

Draft dodger flees to Reds

Dr. Joseph Cort, an American teaching physiology at Birmingham University in England, was without a country when the U.S. proceeded against him for draft evasion in 1953, causing England to revoke his resident's permit. Protesting that he would be persecuted in America because he had belonged to the Communist party while a Yale medical student, Cort last week fled on a Polish ship to asylum in Communist Czechoslovakia.

In Du Quoin, Ill. a doctor opened up 7-year-old Clarence W. Conley to perform an emergency appendectomy and was surprised to discover, parenthetically, a five-inch length of locket-type chain extending from the lad's appendix to intestine. Coming into consciousness, Clarence could not recall when he had swallowed the chain.

No Churchill-Malenkov meeting

The British cabinet led by Anthony Eden and Lord Salisbury denied Winston Churchill his cherished idea of a man-to-man meeting with Malenkov. The Soviet premier refused to leave Russia, so the cabinet vetoed any solitary pilgrimage to Moscow.

By a vote of 88 to 0 the Senate called on President Eisenhower to take direct steps to grant West German sovereignty if France fails to ratify the European Defense Community soon. This action followed a recent U.S.-British agreement to seek such sovereignty unless the French Assembly comes through this summer on E.D.C.

Watch tariffs jump

Acting on the tariff commission's recommendation, President Eisenhower authorized watch tariffs of up to 50%. This will raise retail prices a maximum of \$4 for imported timepieces containing 17 jewels or less. Attacked by Swiss makers and free trade groups, the President said he is still for lowering trade barriers but defended the move as an effort to protect the U.S. industry and preserve the watchmakers' ability for defense needs.

The only two men in history to break the four-minute mile met in Vancouver, B.C., where they had come to race each other in the British Empire Games (see next week's LIFE). After deplaning, Britain's Roger Bannister, who ran the mile in 3:59.4 minutes in May, hastened to look up Australia's John Landy, who in June ran it in 3:58 and at the moment was working out on a Vancouver track. Accompanying Bannister was Chris Chataway, who ran with both Bannister and Landy in their record-breaking miles. At the track Bannister saw Landy and broke into a trot. Landy, seeing Bannister, hopped off the track and ran towards the Briton. In midfield they met. The two great milers clasped hands and spoke greetings: "Ho, John," cried Bannister. To which Landy replied, "Hello, Jolly Roger."



MILERS BANNISTER (LEFT), LANDY (RIGHT) AND CHATAWAY

Refreshing and Delicious...

THE
**SEAGRAM
SEABREEZE**

*is the Perfect
Gin and Tonic*

Made only with
Seagram's **Golden** Gin

AS DELIGHTFUL as a dip in the ocean on a hot summer day . . . that's the Seagram Seabreeze, America's *perfect* gin and tonic. The big difference, of course, is that it's made with appetizingly dry, satin-smooth Seagram's Gin. Order a Seagram Seabreeze at your favorite tavern—or enjoy it at home. Pour 1½ oz. Seagram's Gin over ice, add tonic water, a slice of lemon or lime—and you have the tastiest gin and tonic since the drink was invented...the Seagram Seabreeze.

SEAGRAM DISTILLERS CORP., NEW YORK CITY. 90 PROOF
DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN

THE GOLDEN TOUCH
OF HOSPITALITY

*Cool,
Smooth
and
Golden*





Deliciously yours!

***P.S.** Lucky for mothers, families really love easy-to-fix
hamburgers. And, lucky for HUNT, they love them even better
with our spicy, tart-sweet catsup. Won't you try it?
The price is lucky, too...real low! **Hunt-for the best***

Copyright 1954, Hunt Foods, Inc., Fullerton, Calif.

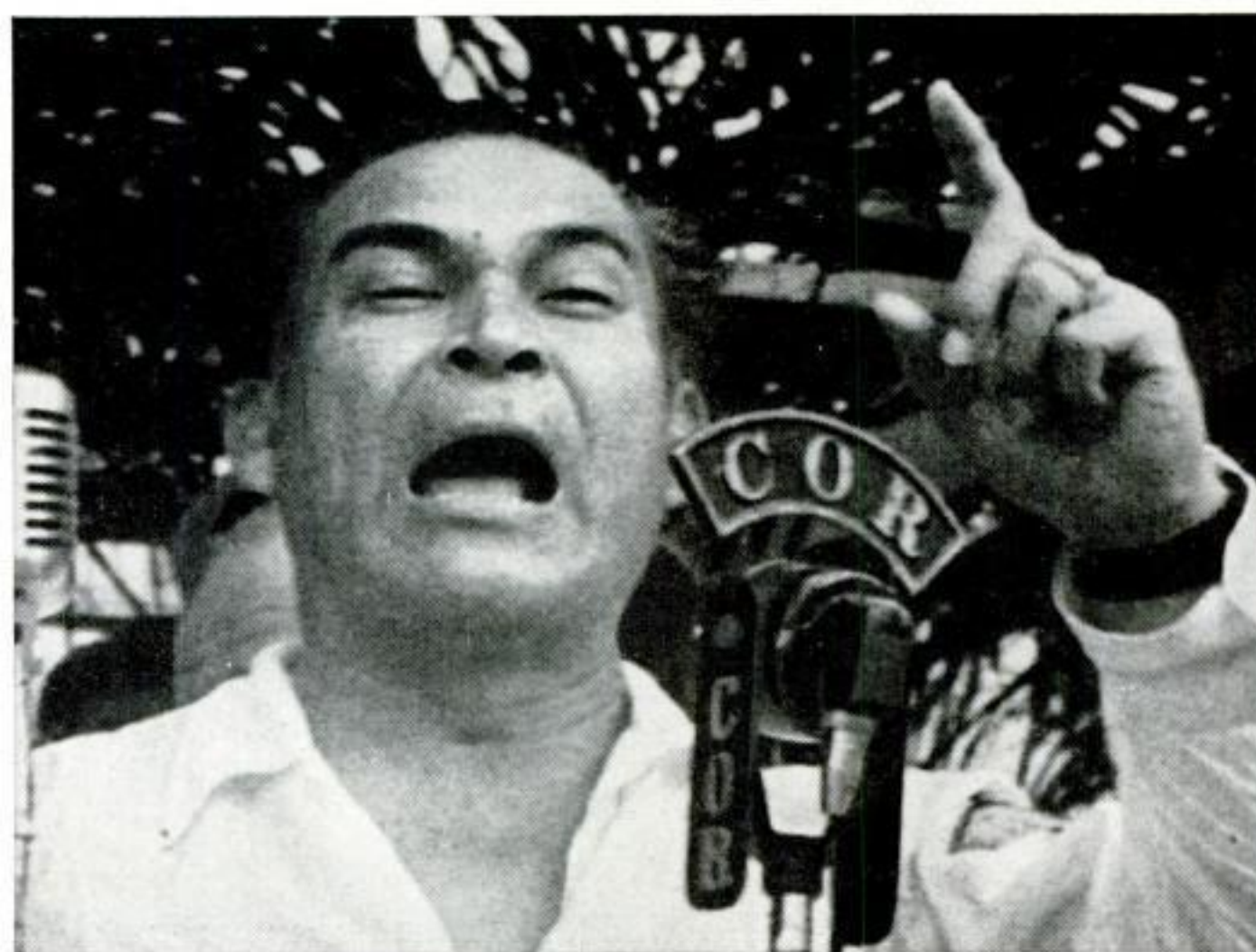


"WELCOME BELOVED PRESIDENT" ON STREET STREAMER GREETES BATISTA AS, STANDING IN CAR, HE GREETES THE CROWDS IN HIS HOME TOWN OF BANES

WANTED: A MANDATE

Cuba's boss would like to be the people's choice

Last year when Cuba's president and dictator, Fulgencio ("El Hombre") Batista, announced elections for the coming fall, nobody was much impressed. Twice before, since taking over the country before a presidential campaign he was losing (LIFE, March 24, 1952), Batista had promised elections, then called them off. Last week it looked as if the election scheduled for Nov. 1 will really take place, for El Hombre was out campaigning like a back-country sheriff, shaking hands, hugging children, passing out dollar bills. All this seemed unnecessary since his main opposition, the Orthodox party, is boycotting the election—they call it a fake and believe Ramón Grau San Martín, Batista's opponent, is only a "permitted opposition." But Batista, who apparently wants a big popular mandate, went on hustling for votes as if he needed every one to stay in office.



"I AM NO DICTATOR," cries Batista during a speech in town of Baracoa. "I am a democrat. Because I am a democrat there will be elections on November 1."

MR. MELCHIOR stars in GUY LOMBARDO'S "ARABIAN NIGHTS," Jones Beach Marine Theatre, N.Y.

Even Lauritz Melchior can sit on this Mattress



RETAILMENT OF A BEDDING OF MATTRESS
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

Cut-away view shows exclusive Springwall invention. 12 resilient-steel anchors hold entire sleeping surface sag-free firm at edges and from edge to edge; add years of comfort.

—because **SPRINGWALL** has the edge

- that holds the entire sleeping surface firm, edge to edge, even if you sit, jump, bounce on it
- insures medically correct sleep posture
- guarantees extra years of full-width, sag-free comfort.

Around the 4 edges of every Springwall Mattress is a wall of 12 resilient-steel anchors. This edge construction—exclusive with Springwall—introduces you to revolutionary advances in mattress comfort.

It holds the entire sleeping surface firm as never before—sag-free firm not only at the edges, but sag-free firm from edge to edge.

Because of this invention, famous Snell Laboratories rate Springwall Mattress first—in tests of four leading brands! Insist on a genuine Springwall. At your bedding dealer's, from \$49.50.

FREE Sleep Booklet—"What Does The Doctor Say." Write Springwall, Box 157, N.Y. 46.

FIRM SUPPORT FOR BACK AND BODY

Springwall supports your muscles at these 4 vital pressure points, where doctors say you need support for healthful sleep.



GUARANTEED FOR TEN YEARS AGAINST STRUCTURAL DEFECTS

	No undue sag at center or edges.	Proper support at pressure points.	Maintenance of edge to edge firmness.
SPRINGWALL	S	S	S
MATTRESS C	C	C	C
" B	B	B	A
" A	A	A	B

FAMOUS 4-MATTRESS TEST—Snell Laboratories tested 4 leading brands. Chart shows Springwall rates first on every factor for relaxing sleep—as specified by hundreds of physicians.

LOOK FOR SPRINGWALL ON THE LABEL—EXCLUSIVE WITH THESE GREAT BRANDS:

ECLIPSE Springwall—ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. — Los Angeles, Cal.

SOUTHERN CROSS Springwall—SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

KING KOIL Springwall—THE UNITED STATES BEDDING CO., St. Paul, Minn.

TIGER BRAND Springwall—HAGGARD & MARCUSSON CO., Chicago, Ill.

Cuba's Boss CONTINUED



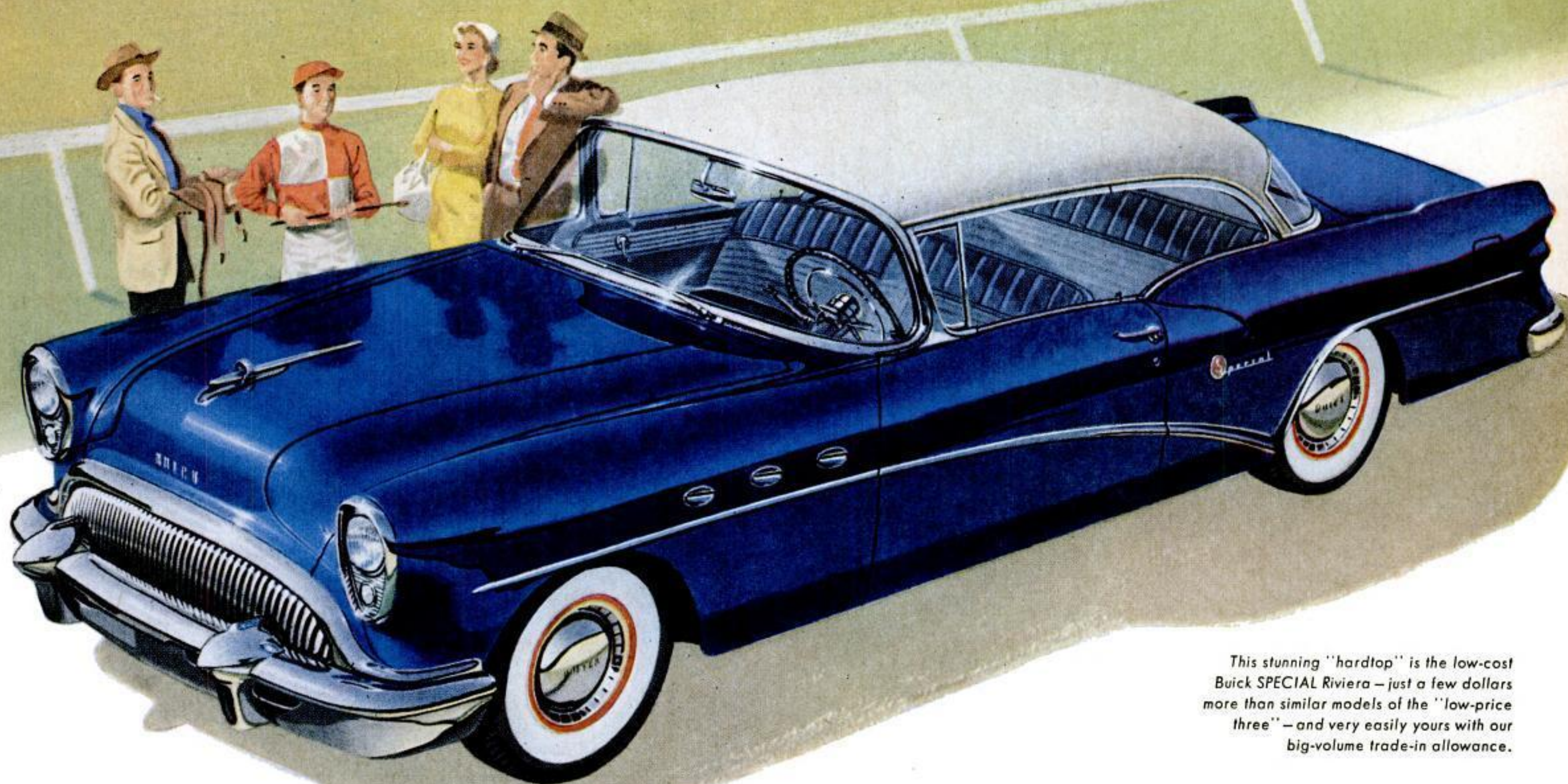
MOUNTED AUDIENCE, which rode down from the hills to get a good look at El Hombro, listens attentively as Batista delivers a speech in public plaza.



CAMPAIGN HUG is given a little girl whose mother approached Batista during a banquet to ask him to be her daughter's godfather. He said he would.



EXCHANGE OF WAVES, between Batista and fans who follow him from airport to Baracoa in trucks, livens bumpy ride. Batista supplied the trucks.



This stunning "hardtop" is the low-cost Buick SPECIAL Riviera — just a few dollars more than similar models of the "low-price three" — and very easily yours with our big-volume trade-in allowance.

Winner that looks the part (Big reason why Buick Sales are soaring!)

Whether the thrills come on four legs or on four wheels, you have to be good to lead the field. But when you come home a winner in a run you barely seem to belong in, you're better than good—you're great. That's how it is with Buick, as a whole army of car-buyers will tell you.

FOR years, Buick has been outselling every other car in its class, hands down.

Now—Buick has moved into the circle of the "Big Three" of the nation's top sales leaders—where price always ruled the roost.

Today—as latest sales figures for the first six months of 1954 reveal—*Buick is out-selling every other car in America, regardless of price, save two of the so-called "low-price three."*

How come this tremendous sales surge that has put Buick into this very exclusive winner's circle?

You see a big reason when you see the tomorrow styling that is Buick today—glamorous, dream-car styling that you *know* is the pattern for others to follow in the years to come.

You learn another reason when you drive this beauty—when you feel that wealth of thrilling V8 power, that wondrous Million Dollar Ride, that superb new surety of control and handling.

You get the final reason when you price a Buick. For you find Buick prices are closer to the lowest than you thought—close enough for you to afford a new Buick if

you can afford *any* new car. And today's sales figures prove it.

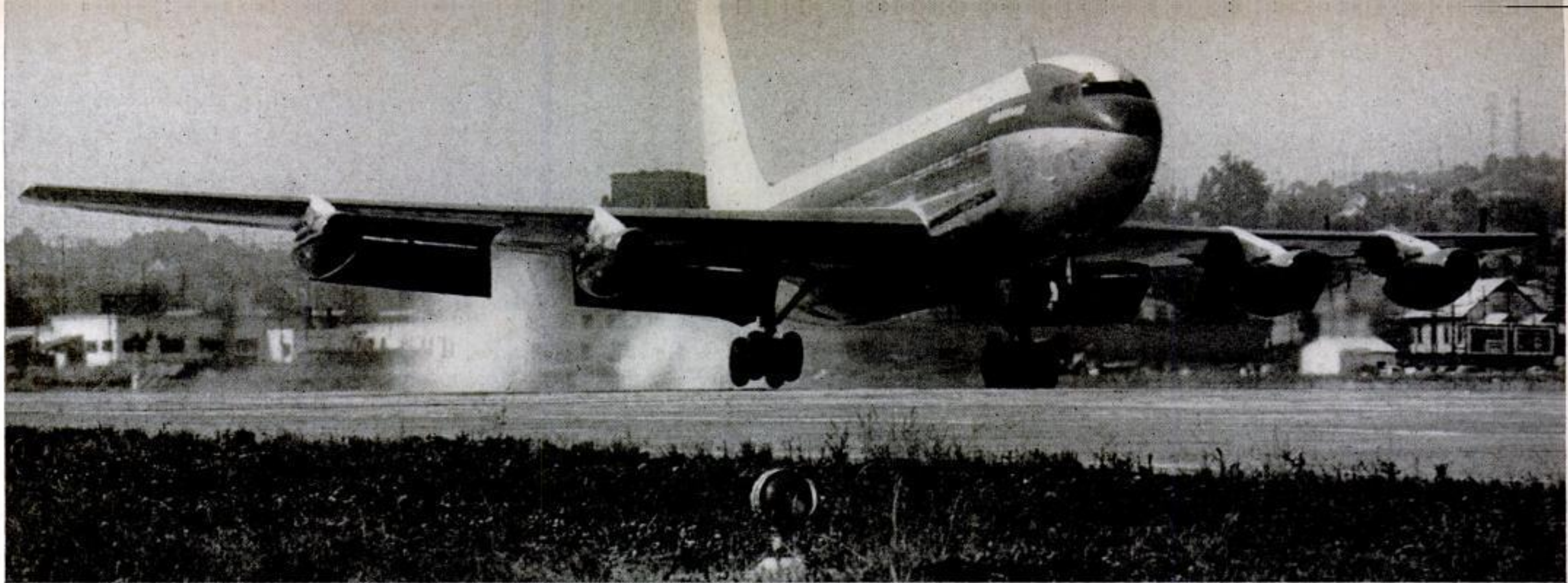
So come in this week—look at, drive and price a Buick.

You'll find it a beauty any way you judge. You'll learn it gives you a whale of a lot more automobile for your money. And you'll see it's the car that puts you way ahead in style, room, comfort and power today—and way ahead at trade-in time tomorrow. That's for sure.

BUICK
the Beautiful Buy

When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER



THE 707 TAKES OFF WITH ONE OF ITS TWO SETS OF FOUR WHEELS JUST LEAVING THE GROUND. IT NEEDS BARELY 2,000 FEET OF RUNWAY TO BECOME AIRBORNE

TRANSPORT JET IS IN THE AIR

The U.S. is in the air at last with its own jet transport, the Boeing 707. Flexibly designed to serve either as a commercial passenger plane or military aerial tanker, the new jet can cross the continent in five hours with a payload of 130 passengers, propelled by the 40,000-pound thrust of its jet engines. Hurriedly planned to meet British competition, it was still being

built in March (LIFE, March 8). The ground tests uncovered a landing gear fault (LIFE, May 31) which is now corrected. The 707 is now undergoing flight tests and will be available to prospective buyers in two years. It will be none too soon. Its likeliest competition, Britain's latest jet, the Comet III, recently made its own successful maiden flight near London.

ALOFT, THE NEW JET, IN AN EYE-CATCHING COAT OF PAINT, CRUISES AT 550 MPH, FOUR JET ENGINES SLUNG BELOW LEADING EDGE OF ITS SWEEPED-BACK WINGS





Going excursioning this week-end? Pack a bottle of new *greaseless* Vitalis Hair Tonic . . . and stay as unruffled as this sightseer.

NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

New Vitalis with V-7 makes even dry, unruly hair easy to manage

The gentleman above manages to keep his hair in excellent condition despite drying exposure to the great outdoors—and he does it without grease! He uses new Vitalis with V-7.

You'll find no greasy animal, vegetable or mineral oil in new Vitalis. Instead, it keeps your hair neat with V-7, the greaseless grooming discovery.

**You can use it often—
even every day**

Greaseless Vitalis doesn't "pile up" on your hair. So you can use it as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives you wonderful protection against "summer dryness"—the dull, brittle hair and parched scalp that come from summertime exposure to sun, wind and water.

And tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. He's an expert on making your hair look its best.

* * *

"My hair is dry and stubborn
so I use Vitalis every day."

Hear the Arthur Godfrey Digest, CBS Radio Network, Fridays, 8:30 P. M., E. D. S. T.



"TISSUE TEST" proves greaseless Vitalis outdates messy oils



NEW VITALIS



MESSY OILS



In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

NEW VITALIS® HAIR TONIC WITH V-7

A PRODUCT OF BRISTOL-MYERS

UTENSIL SPECIAL! YOURS FOR ONLY 69¢ EACH
With Every \$1 Rexall Purchase During August



Beautiful Dinner Belle utensils comparable in quality to others selling for \$1.50 and more! Select any of these or the handsome wall rack—each only 69¢ with every \$1 purchase of Rexall merchandise during August. Utensils are solid stainless steel, polished to a gleaming mirror finish, with handles of beautiful black Bakelite.

**ELKAYS
Insect Killer**



Reg. \$1.29
Now only
89¢

Quick, push-button exterminator of flies, mosquitoes, flying moths, fleas, silverfish, water bugs, gnats and other flying insects. Non-staining and non-injurious when used as directed. 12 oz. Aerosol.



INDIGESTION?

Get Quick, Prolonged
4-Way Relief with
**REXALL
BISMA-REX**

Neutralizes excess stomach acid in less than 1 minute—yet relief is prolonged. The ingredients in this effective Rexall formula quickly ease gastric distress and heartburn caused by food fermentation—and prolong relief by leaving a protective coating on the stomach membranes. Economy 1-lb. size.....\$2.09

Bisma-Rex Gel. Liquid Antacid. Bisma-Rex Mates. Easy-to-take 8-ounce bottle, only.....\$1.19 antacid tablets. 75's.....89¢



Don't Miss These Big
AUGUST VALUES at

REXALL

Drug Stores

Try These Easy-to-Use, Push-Button
AEROSOL AIDS



Rexall Insect Repellent. New, convenient spray for skin and clothing. Keeps away flies, mosquitoes, gnats and fleas. 5-ounce.....\$1.59

Rexall Poison Ivy Lotion quickly relieves smarting and itching; helps prevent spreading of ivy, oak or sumac irritation. 5-ounce.....\$1.69

Rexall Sunburn Cream. Gentle foam swiftly soothes pain; forms a protective film that prolongs relief from itching, irritation. 5-ounce.....\$1.49

Elkays Moth Proofer kills both moths and eggs. One spraying lasts a year, for clothing, closets, drawers and storage areas. Won't stain when used as directed. 12-ounce.....\$1.95

Aerosol Rex-Salvine for minor burns, scalds, sunburn. Gentle spray relieves pain quickly; forms a protective film to prevent infection and guard against irritation. 5-ounce.....\$1.39

Elkays Air Refresher swiftly dispels odors in kitchen, bathroom, nursery and throughout the house. Push-button spray sweetens the air in any room. 5-ounce, 98¢

Aerosol Fungi-Rex for Athlete's Foot. Quickly relieves itching; helps prevent spreading and reinfection. Push-button spray is clean, quick, greaseless. 4 oz. ...\$1.59

Cara Nome Hand & Body Foam, fragrant, fluffy lotion protects hands and body from roughness, redness and windburn. Just press the button and creamy foam billows out. 5-ounce.....\$1.25

Elkays Ant & Roach Killer. Guaranteed to kill ants, roaches, silverfish, spiders. Contains powerful Chlordane. Spray around door and window sills to keep bugs out. 10-ounce.....\$1.49



Elkays Insecticide with Methoxychlor. Contains no DDT. Kills flies, roaches, mosquitoes, ants, moths, fleas, bedbugs. 12-ounce.....\$1.89

Elkays Rose & Plant Spray for indoor and outdoor use. Kills spider mites, leaf hoppers, aphids, thrips, and white fly. 12-ounce.....\$1.69

Cara Nome Spray Hair Net with lanolin to leave your locks as lustrous as a model's. Helps keep hair "sculpture-neat." 5-ounce aerosol, \$1.50

NEW

**REXALL
Motion-Sickness
Tablets**



Packet of 12
Only **89¢**

Prevent, relieve the queasy feeling caused by motion sickness. Always have some handy when you travel—by plane, train, boat, bus or your own car. For adults, children over 5.

Rex-Maid Rubber Gloves, Natural latex rubber; non-slip finish. Reg. 79¢ **39¢**

Rexall Aspirin, No finer, faster-acting aspirin made. Family-size, 200-tablet bottle, reg. 87¢, now only.....**66¢**

Klenzo Facial Tissues, Soft absorbent tissues for many uses. Boxes of 300 tissues.....3 for **67¢**

Cape Cod Vacuum Bottle, Keeps liquids hot or cold. Pint, \$1.59 value, now only.....**\$1.39**

Reel-Roll Cotton, Handy dispenser lets you pull out cotton as needed. Rest stays inside, clean, ready for use. 1½ oz. **43¢**

Rexall Sunburn Cream, Quickly relieves itching and burning, lets you sleep easier. 3-oz. bottle..... **69¢**

Alco-Rex, Cooling, invigorating body rub that relieves simple muscular aches and pains caused by overwork, overexercise. Pint..... **49¢**

A LUXURY BUY AT A LOW, LOW PRICE **Save 51¢ on**

Ann Delafield's All-Purpose Deep Cream and Skin Freshener



Total \$3.00 Value **\$2.49**
Both Only **\$2.49**

Now you can give yourself luxurious "beauty parlor" facials every day at home! Smooth on this rich All-Purpose Cream that penetrates the pores deeply, lubricates, cleanses, conditions and smooths. Remove cream and pat on Skin Freshener to stimulate and "tone up" the skin, leaving your complexion fresh, clear and glowing. These two exclusive formulas have everything you need for true, professional-type facials and complete complexion care. Save on both with this unusual special offer (limited time only). 2.35 oz. Cream; 6 oz. Freshener.

Rexall Drug Products Are Guaranteed to Give Satisfaction or Your Money Back



CARA NOME BEAUTY BUYS


1/2 PRICE SPECIAL
CARA NOME
FACE
POWDER 
 Large Size
 Reg. \$2.50 **ONLY \$1.25**

Super-fine texture; clings longer, spreads smoothly and leaves your face soft as a baby's. Pure, mild, safe for most sensitive skins. Delightful fragrance.

Compressed Bath Powder: Caranome, \$2.00; Springwood, \$2.50; White Mink, \$3.00

SAVE MORE THAN \$1.00
White Mink 4 oz. With Atomizer
 Reg. \$3.50
Cologne Now Only **\$2.49**
 Only

Caranome Cologne with atomizer. Reg. \$2.50, only... \$1.49

Caranome
Dusting Powder 
 Use lots and lots of it after the bath. You'll love its airy softness, refreshing fragrance. Reg. \$2.00 **Only \$1.50**

Caranome Deodorants: Perfumed Spray, 3 oz. ... \$1.10. Cream, only... 60¢


CARA NOME
SUNTAN
CREAM LOTION 
 4 Oz. Only **\$1.25**

Actually filters out many ultra-violet "burn rays"; lets you get a glorious tan. Non-greasy.

CARA NOME
NATURAL
CURL
PERMANENT 
 Silky-soft from the first day. 3 types: for Normal, Bleached or Dyed, or Gray-to-White hair; and one for little girls.


\$1.50

Stag After-Shave Lotion. 3 oz. 60¢
Rexall Sweet 'N-ets Sprinkle. Soluble sugar substitute. Gives all the taste, none of the calories. No bitter after-taste. 2 1/4 oz. shaker, equiv. to 200 teaspoons of sugar, 98¢
Rexall Monacet APC Tablets. Time-tested formula of Aspirin, Phenacetin, and Caffeine - relieves cold discomfort. 25's. 33¢

 **Rexall Rubbing Alcohol.** A cooling, invigorating body rub that relieves minor muscular aches and pains caused by overwork or over-exertion. Reduces skin temperature. Pint. 69¢

Rexall Chlorophyll Mouth Wash. Refreshing, mint-flavored breath-sweetener and gargle. Pint. 79¢

Rexall Corn Solvent. Painlessly removes corns and skin calluses. 1/2 oz. 35¢

Rexall Mineral Oil. Extra-heavy. Relieves ordinary constipation; can be used regularly as directed because action is entirely mechanical. Tasteless, odorless, non-habit forming. Not fattening. Pint. 69¢ 


Fungi-Rex Powder. Quickly and effectively relieves the itching discomfort of Athlete's Foot. Stops itching, soothes burning, helps prevent reinfection. 4 oz. 59¢

Rexall Liquid Insect Repellent. 2 oz., 59¢

Rexall Milk of Magnesia Tablets. In handy, pocket-size tin. 36 tablets. 23¢

Rexall Boric Acid. Makes soothing solution for use in eyes, on nose, throat, and skin. Powder or crystals. 2-oz. container, 26¢

Rexall Epsom Salt. For temporary relief from constipation. 1 pound. 41¢


 **Rexall Stork Nurser.** Complete baby feeding unit lets you make up formula for day in advance, keeps it sanitary for storage in refrigerator until needed. 35¢ each. 3 for \$1.00

Rexall Flavored Aspirin for Children. Pleasant-tasting, orange-flavored. 50's, 35¢

Hy-Da-Way Folding Syringe. More than 2 qts. capacity. With carrying case. \$4.95

Rexall Hygienic Powder. Spray or gargle, soothes minor skin irritations. 6 oz., 75¢

Rexall Gypsy Cream. Cooling lotion relieves, soothes itching, burning of sunburn, other minor skin irritations. 8 oz. 69¢

 **Cape Cod Lunch Kit** with pint vacuum bottle. A roomy, sturdy, well-built kit, all metal. Perfect for school children and for the working man in the family. A \$2.79 value, only **\$2.49**

Rexall Foot Powder. Relieves discomforts of tired, tender, burning feet. Absorbs perspiration, destroys odors. Helps prevent irritation by reducing friction. 4 oz. 39¢

Rexall Eudicalma Cream. Soothes, relieves minor skin irritations. 1 1/2-oz. tube, 65¢

Rexall Zinc Oxide Ointment. Protects irritated skin, promotes healing. 1 oz., 23¢

Stag Spray Deodorant. Unbreakable plastic squeeze-bottle for quick, easy application. Gives effective protection from underarm odor, retards perspiration. 3 1/2 oz. ... 98¢ 

Rexall Glycerin Suppositories. Firm yet pliable. Adult or infant, 12's. 43¢

Rexall Pro-Cap Adhesive Tape. "Tri-Wide" - 1/4, 1/2 and 3/4" widths on one spool. Waterproof. 5 yards. 59¢

Rexall Eudicaine Ointment. Relieves discomfort of sunburn, minor skin irritations, superficial burns, diaper rash. 1-oz. tube, 59¢

Rexall DeLuxe Toothbrushes. Hyzon bristles in 6 styles, or natural bristles in 2 styles. Soft, medium or hard textures. 59¢

Cotton Squares, box of 40. 23¢

Rexall Cotton 'n Swabs. 89¢

Rexall Gauze Quik-Pads, 12's. 30¢

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 54, California.



✓ CHECK THESE SUMMER MEDICINE CHEST NEEDS



REXALL ANTIHISTAMINE TABLETS. Relieve symptoms of cold and hay fever promptly with this formula containing Pyrilamine Maleate. Tablets are small, easy to take. Follow directions on label. Bottle of 15 **49¢**



REXALL EYELO. Soothing eye-wash cleanses and relieves discomfort of tired, irritated eyes. Contains cooling camphor and antiseptic boric acid. Comes with convenient eye cup. Half-pint, only. **69¢**



FUNGI-REX GREASELESS. Promptly relieves the itching and discomfort of Athlete's Foot; helps prevent spreading and reinfection. Neat; non-greasy; has a vanishing cream base. Easy to use. 1 1/2-oz. tube. **75¢**



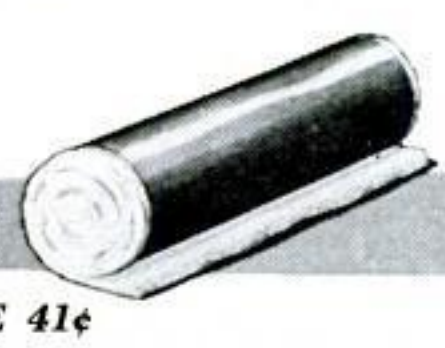
REXALL KLENZO ANTISEPTIC. This ruby-red mouthwash, gargle and antiseptic sweetens the breath, relieves simple throat irritations. Cinnamon flavored; pleasing to children and adults. Pint, only. **79¢**



REXALL MI-31 ANTISEPTIC. Rexall's multi-purpose antiseptic mouthwash and gargle. Used full strength, it kills contacted germs in 30 seconds. You save with this big, full-pint bottle. **79¢**



NEW REX-EME MEDICATED POWDER. Quickly relieves the irritation of prickly heat, diaper rash, Athlete's Foot, poison ivy, other minor skin irritations. Dust on. 3 oz. **59¢**



SAVE 41¢ ELI COTTON. Full 1-lb. roll of hospital cotton for family and utility use. Always have some handy for use around the house. A regular \$1 value, now only. **59¢**



SPECIAL REXALL PLASTIC QUIK-BANDS. Flexible flesh-color adhesive bandages; waterproof. Comfortable, even on knuckles. Plain or mercurochrome. Package of 33, reg. 39¢. **33¢**



REXALL CALAMINE LOTION. This soothing pink lotion for heat rash relieves itching and irritation promptly; forms a protective layer that won't rub off the skin when dry but washes off easily in water. 4 oz. 35¢ **57¢** Half-pint, only.



REXALL MINERALIZED B-COMPLEX. These potent tablets give you 9 important B Vitamins including red crystalline B12, plus Liver, Iron, Vitamin C and 11 valuable minerals. A balanced dietary supplement. \$5.95 Bottle of 100. **\$5.95**



REXALL MULTI-VITAMIN FORMULA V-10. Pleasant-tasting tonic helps prevent simple, nutritional anemia; supplements diet with 5 times minimum daily requirement of Iron, plus Vitamins A, B1, B2, B12 and D. \$1.98 Full pint bottle. **\$1.98**



REXALL 5-X MULTI-VITAMINS. Free: 10-day trial size when you buy the 50-tablet bottle. Provide 5 times minimum daily requirement of all Vitamins with known minimums, plus red Vitamin B12 and Niacinamide. \$6.95 Both only. **\$6.95**

Have You Tried These Ann Delafield BEAUTY AIDS?



Lipsticks that stay on longer. 5 shades, **\$1.25**

Face Powder, regular or compressed. 5 flattering shades. **\$1.50**

Cologne, a refreshing fragrance, lingering but subtle. 4 oz., **\$2.50**

Eye Make-up Kit to beautify eyes, lashes. Blonde or brunette. Pretty plastic case. **\$2.00**
 Gold color "luxury case" ... **\$5.00**

He Lost 54 Pounds and Looks 10 Years Younger

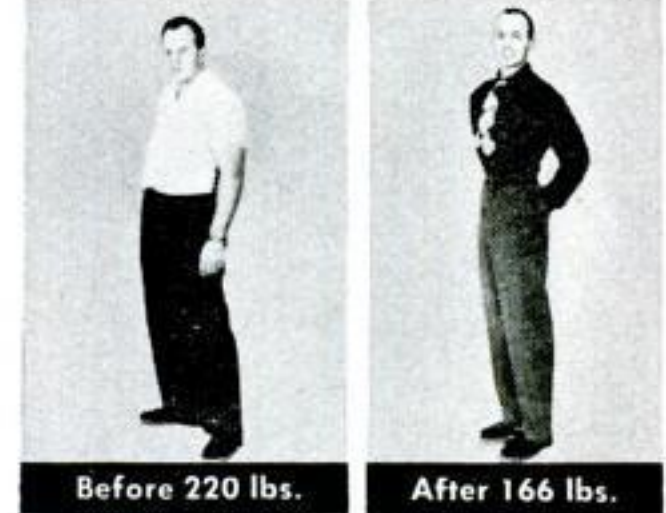
"The appetite reducing wafers and vitamins enabled me to accomplish all this with absolutely no discomfort or hunger. I had all I wanted to eat. I started feeling better immediately after starting the plan. Sports are pleasure instead of hard work. Thank you, Miss Delafield, for making reducing easy."

Ira R. Cobb
 Los Angeles

WOMEN! Lose Up to 20 Pounds a Month

with the Ann Delafield Reducing Plan for Women. This easy beauty-and-reducing plan gives you Appetite Reducers, Vitamins, big Beauty Book. Complete 30-day Kit, only. **\$6.95**

Repeat package, \$5.95



MEN! Try This 10-Day Quick Way!

You get Appetite Reducers, Vitamins, Reducing Book. Complete Kit of all 3, only. **\$3.50**

Repeat package, \$2.50

You Can Depend on Any Drug Product that Bears This Name

ALL THE VAST PAGEANTRY...THE TOWERING EXCITEMENT
THE THUNDERING THRILLS OF KNIGHTHOOD'S EPIC AGE!

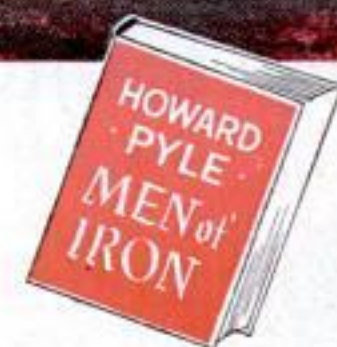
SPECTACULAR IN **CINEMASCOPE**

Universal-International presents

THE Black Shield OF FALWORTH

The story of
Myles of Falworth,
England's Outlaw Knight,
storms from the pages
of Howard Pyle's
great novel!

COLOR BY *Technicolor*



STARRING **TONY CURTIS** **JANET LEIGH**

DAVID FARRAR • BARBARA RUSH • HERBERT MARSHALL

with Torin Thatcher • Daniel O'Herlihy • Rhys Williams • Craig Hill

Directed by **RUDOLPH MATÉ** • Screenplay by **OSCAR BRODNEY** • Produced by **ROBERT ARTHUR** and **MELVILLE TUCKER**





LYING IN CAGE, PANSY THE PANGOLIN PRESENTS FORMIDABLE ARRAY OF SCALES AS SHE BURIES HER HEAD AND TIP OF HER TAIL BETWEEN HER FORELEGS

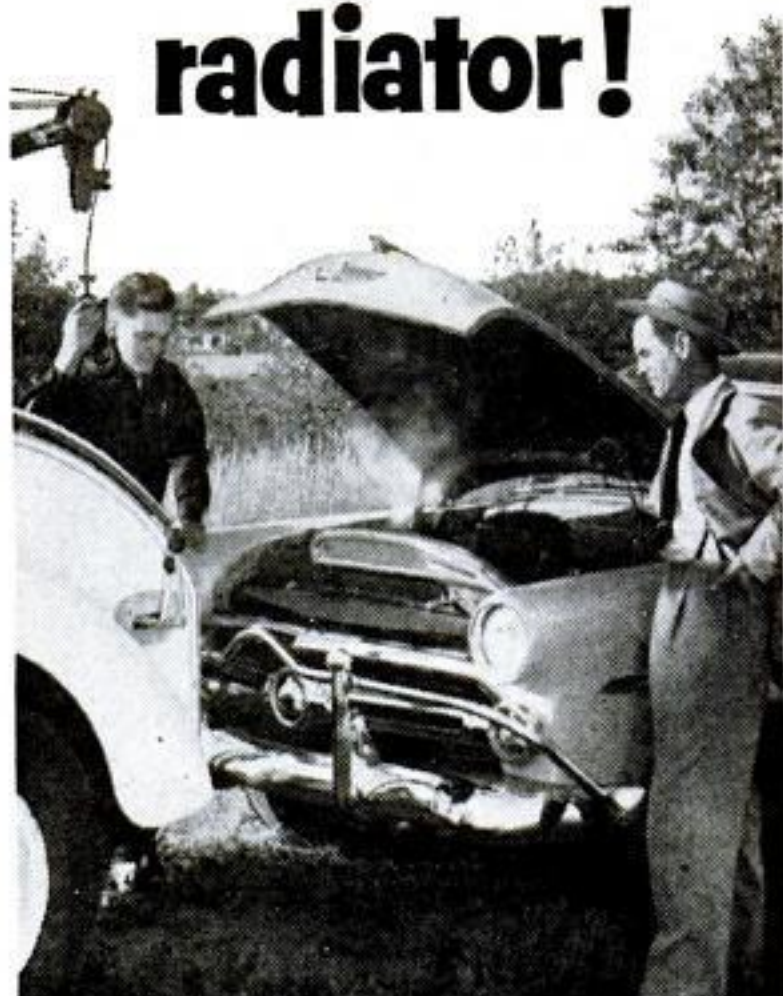
Pansy the Pangolin

SCALY MAMMAL FROM AFRICA IS UNIQUE POSSESSION OF TEXAS ZOO

Curled up in an attitude of self-defense, the creature above looks something like an artichoke. Covering its body from head to tail are hundreds of scales, neatly overlapping to make a formidable suit of natural armor. They are bony and so sharp-edged they can cut an attacking animal to shreds. For all its rugged exterior, the creature, which lives on termites in its native habitat of the West African bush country, has a stomach so

finicky that its very survival in a zoo is a matter of record-breaking significance. It is a giant pangolin, the possession of the Fort Worth, Texas zoo for the last seven months and the only one in captivity anywhere in the world today. Of even greater importance, it is the first ever to be kept alive by any zoo for so long a time. The Ft. Worth zoo calls her Pansy the Pangolin. To see what Pansy looks like uncurled, turn the page.

Don't get stuck with a rust-clogged radiator!



At the first sign of overheating use new, improved **Du Pont** Cooling System Cleanser

If a rusty radiator causes your engine thermometer to read high on moderate summer days, don't wait for a scorcher. Put in Du Pont Cooling System Cleanser right away. It cuts grease with detergent action, cleans out scale, and dissolves rust so that water drains out clear. And neutralizer in each can completes the job. Du Pont Cooling System Cleanser is thorough, safe, simple.

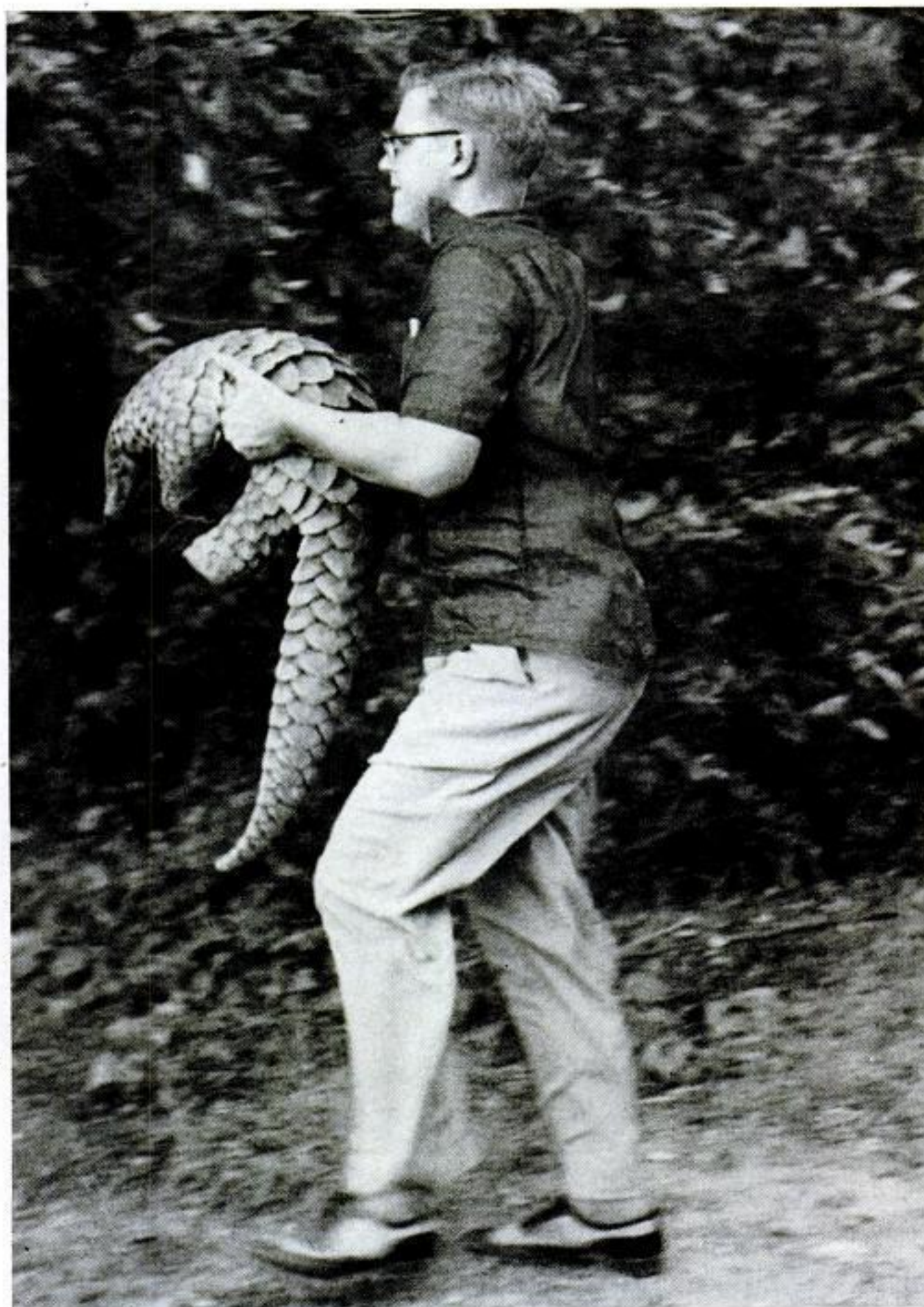


Keep your radiator clean with new
DU PONT ANTI-RUST
Once your cooling system is clean, keep it that way with Du Pont Anti-Rust. This new liquid inhibitor retards rusting, inhibits acid formation, and lubricates the water pump as well!

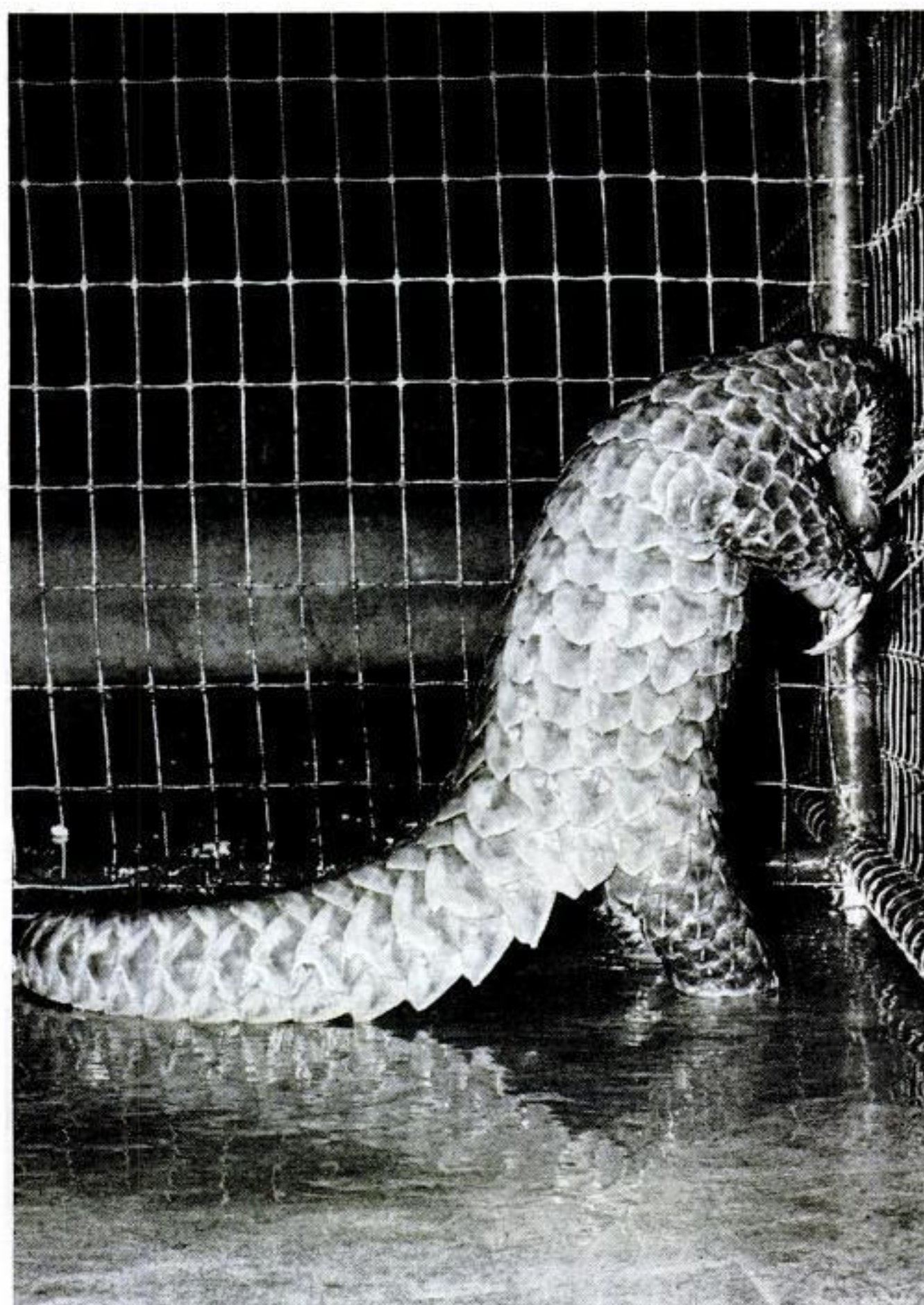
DU PONT
NO. 7 PRODUCTS
From Chemical Research . . . For Easier Car Care

DU PONT BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

PANGOLIN CONTINUED



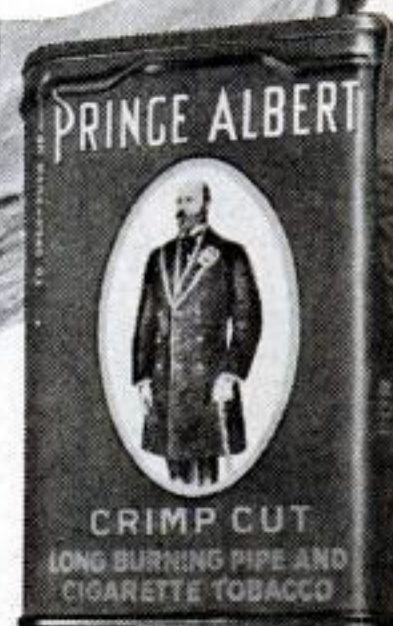
HEADED FOR AN ANTHILL, Pansy is carried to her weekly treat by Zoo Curator Lawrence Curtis. Normally docile, Pansy has never injured Curtis.



BALANCED BY HER TAIL, Pansy scorns leaves offered her. She sticks to her diet of dried flies and ants augmented by meat, pabulum and milk.

NATURE
IN HER OWN
SURE WAY
PUT THE FLAVOR
IN **P.A.**

*Mild,
Tasty*



PRINCE ALBERT

America's largest-selling smoking tobacco

**GREYHOUND
PRESENTS**

*Delightful
Vacations*

for summer
pleasure!

Greyhound EXPENSE-PAID TOURS include hotels, sightseeing, transportation

Choose from hundreds of these pleasure-planned vacation tours from any part of America—for any length of time, any budget. For example:

NIAGARA FALLS—5 days, 4 nights' hotel, from New York City . . . \$41.00

LOS ANGELES—SAN FRANCISCO—3 days, 2 nights' hotel, from either city . . . \$21.10

PAUL BUNYAN—MINNESOTA—7 days, 6 nights' hotel, from Minneapolis . . . \$38.95

YOSEMITE NAT'L PARK—3 days, 2 nights' hotel . . . \$48.50

Add low Greyhound fare from your home. U. S. Tax extra.

FREE! MAP OF U. S. A.—WITH TOUR FACTS!

Mail to Greyhound Tour Dept., 71 W. Lake St., Chicago, Ill. for colorful vacation-planning map—describes 50 Expense-Paid Tours.

Name _____
Address _____
City & State _____
Send me special information on a tour to: _____

L-8-54

GREYHOUND



CONTINUED ON PAGE 46



A truck driver enjoys a "Coffee-break"

Twenty tons of truck pull off the road. The driver stretches his cramped muscles, blinks his tired eyes. A hundred miles behind him, two hundred miles ahead. But now, a roadside stand, a happy moment, and the cheerful words: "*Make it a cup of coffee!*" Coffee! Nothing else is so relaxing. A flavor so friendly, a lift so welcome, it seems to take the tiredness out of body and spirit.

Coffee! Hearty, bracing any time of day. On the road, on the job, and at home, "*make it a cup of coffee!*" — and make coffee *right*. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. So much pleasure — only pennies a cup. Give yourself a "Coffee-break"! Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

©1954

There is nothing so satisfying as a cup of good coffee

Who will write on **boxing** for SPORTS ILLUSTRATED?



"I don't like violence, but no one can help seeing it," Budd Schulberg wrote us recently. "I like boxing because boxing is controlled violence. I've always liked to be around fighters. With almost no exceptions they are naturally gentle people. They get it out of their systems in the ring. That's why I think boxing may be good for kids and for people who watch it. There's violence deep down in people that probably has to get out some way, and the ring is a good place to do this."

SCHULBERG grew up in Hollywood, where his father was a motion picture producer. As a youngster, he was a regular visitor at the Main Street gym in Los Angeles, watching boxers and their handlers—and talking to them.

AFTER Dartmouth ('36), he was a reader, writer, and "utility infielder" in Hollywood. His first novel, "What Makes Sammy Run," came out of his motion picture background.

HE wrote his second novel, "The Harder They Fall," upon his return from service with the Navy and the OSS. A sharp-edged surgical job on one phase of boxing, it came, not from the center of the ring, but from Schulberg's knowledge of the offices, the gyms, and the dressing rooms.

BOXING is in Schulberg's life. He has owned a fighter. He sparred with him long enough to learn why his fighter fought and why he (Schulberg) earned his living writing. "It was a one-minute decision, ending with a bloody nose, a cut lip, and my permanent retirement from the ring to a seat in the stands."

SCHULBERG respects fighters and they respect him, even if the big "Hiya, Budd! How ah ya! Hey, Budd! Wanna see ya"—isn't always the rosewater and honey it sounds.

BUT, like him or not, the people in the fight game know Schulberg knows the fight game and tells the story as he knows it. He will be telling it regularly in SPORTS ILLUSTRATED.

SPORTS

ILLUSTRATED

Charter Subscription Rate \$6 for 52 weekly issues. First issue out August 13th. Address: 540 North Michigan Ave., Chicago 11, Illinois.

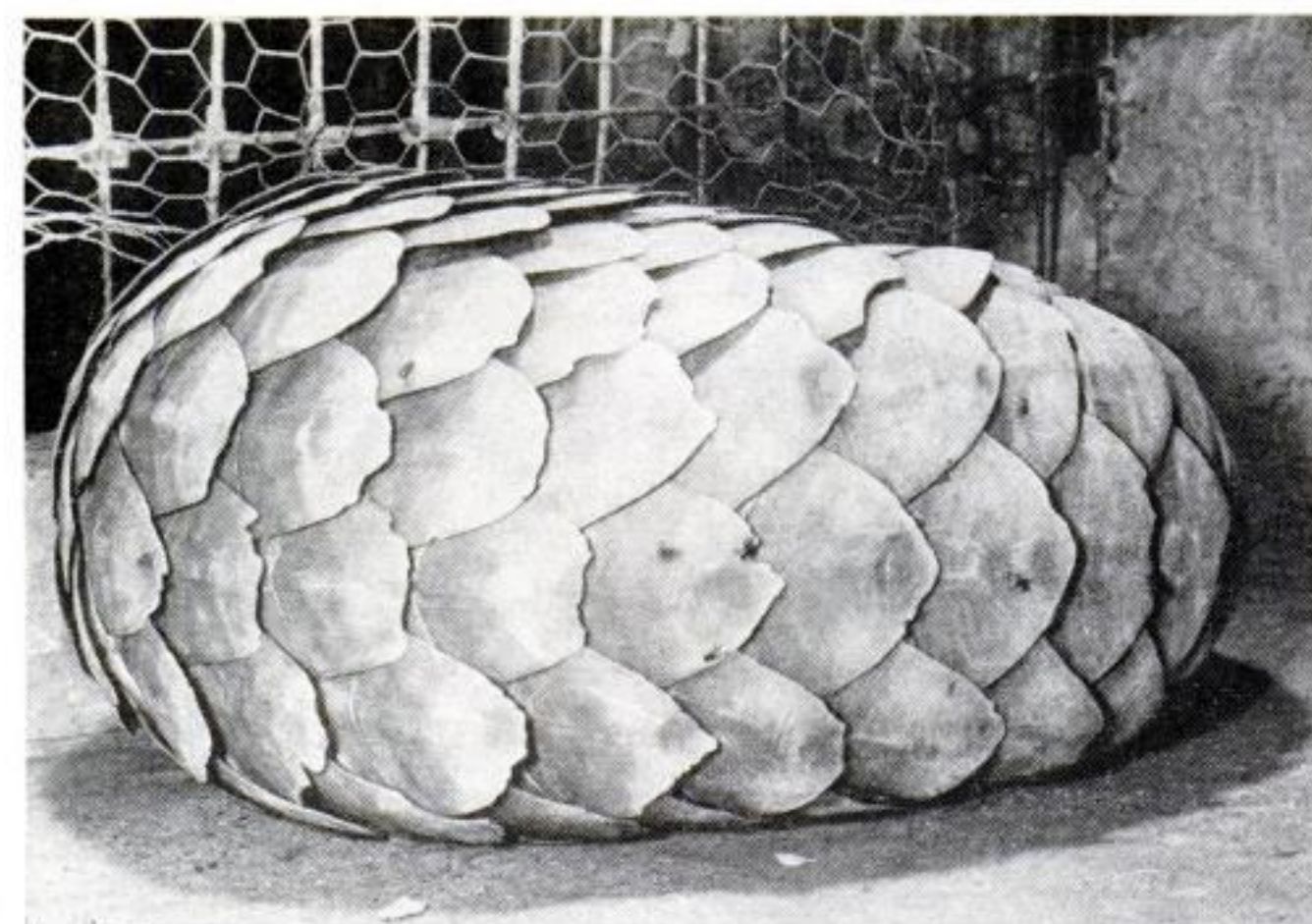
PANGOLIN CONTINUED



TONGUE EXTENDED, Pansy relaxes after her daily meal. Normally, when catching termites, she gets them by snapping out her sticky 14-inch tongue.



WASHED OFF, Pansy enjoys her greatest pleasure next to eating. A nocturnal animal, she usually awakens by day only for her feeding and daily bath.



WITHDRAWN AGAIN, Pansy lies on the floor of her cage. Though she slightly resembles the armadillo, the giant pangolin is a species all its own.

FAVORITE!



For a trick well done, reward him with nutritious **MILK-BONE** Dog Biscuits.



National Biscuit Company, Dept. LM-8
Milk-Bone Bakery
446 E. 10th St., New York 9, N. Y.
Send me free MILK-BONE DOG BISCUIT Booklet: "How to Care for and Feed Your Dog" (Paste coupon on postcard if you wish.)
Name.....
Address.....
City and State.....
This is my.....
NATIONAL

OFF TO THE R STAR



GOULD-NATIONAL Batteries, Inc.
SAINT PAUL 1, MINNESOTA



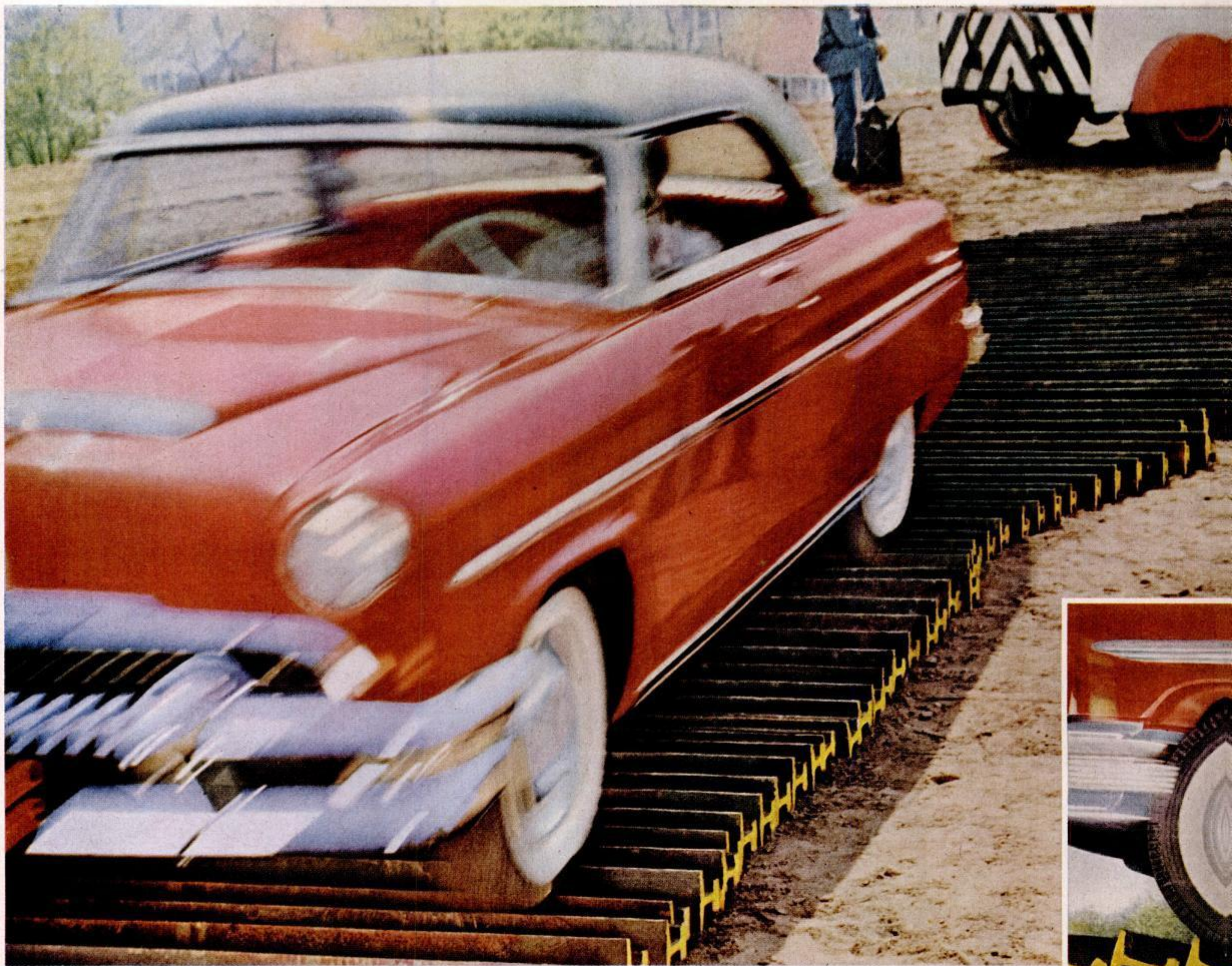
EASE THE TENSION WITH

Beech-Nut Gum

Next time you're on edge—all wound up from work at home or on the job—ease the tension with Beech-Nut Gum. Chewing Beech-Nut Gum is a good way to relax and refresh. And you'll love the flavor.



524,880 impacts on couldn't damage **NEW 3-T ALL-**



Test location: Courtesy L. B. Foster Company, Delawanna, N. J., Warehouse and Plant.

Here's a murderous test for a tire! Track rails were laid edgewise to make a knife-edge test road. Then we asked a test driver to take these new All-Nylon Cord Super-Cushions back and forth over this torture rack (see de-

tailed photo at right, which shows how deep these steel edges bit into the tire). After more than half a million jarring impacts, the tires were carefully examined inside and out. *And no tire body damage of any kind could be found!*

Tread undamaged—not one tire cord broken! Incredible? Just more dramatic proof that you can't beat Triple-Tempered 3-T Nylon Cord for miracle strength and safety. And only Goodyear has it!



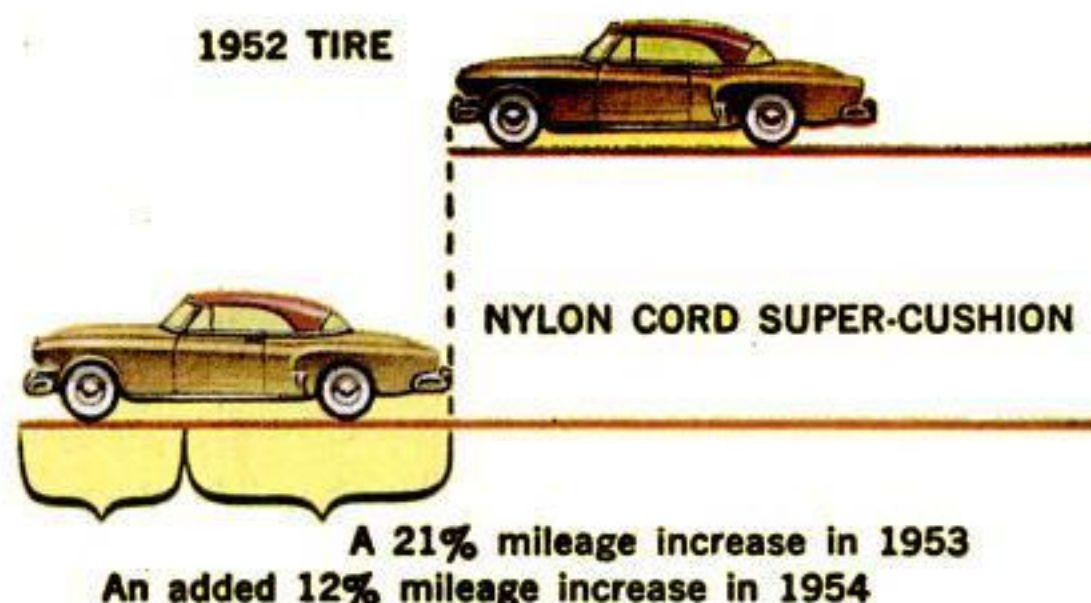
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

GO

See TV's Great Dramatic Show, "The Goodyear TV Playhouse," Alternate Sunday Evenings, NBC-TV.

knife-edge steel rails

NYLON CORD SUPER-CUSHIONS!



You get up to $\frac{1}{3}$ more mileage! Goodyear's new tread-rubber development added a whopping 21% mileage increase just last year. Now, the new, flatter tread of the 1954 All-Nylon Cord Super-Cushions gives you up to 12% more mileage. Together they total almost $\frac{1}{3}$ more mileage than most motorists have ever experienced.



New tread gives you quieter ride! 15% greater traction! Squealing on turns has been practically eliminated by a new anti-vibration tread design. And this new tread has 1806 inches of nonskid edges, 880 deep-cut safety-slots for 15% greater skid resistance. You'll get quicker, safer stops and better skid protection with new All-Nylon Cord Super-Cushions.

There's a big difference in Nylon cord!
Only Goodyear
has Triple-Tempered 3-T Nylon!

Nylon is the best tire cord—if the stretch can be controlled! But, unless properly pre-conditioned, *Nylon stretches under tension.*

To control the stretch in Nylon cord, Goodyear has developed an exclusive triple-tempering process involving Tension, Temperature and Time. Result—Goodyear's exclusive Triple-Tempered 3-T Nylon Cord.

Only Goodyear has been able to successfully produce a Nylon cord that is fully controlled at its point of maximum resiliency and strength.

Be sure your Nylon cord tires are made with Triple-Tempered 3-T Nylon Cord—and that means *Goodyear.*

Don't wait! See the new 1954 All-Nylon Cord Super-Cushion at your Goodyear dealer's today. He'll buy all the unused mileage in your present tires. Goodyear, Akron 16, Ohio.



GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



Jonkheer Hendrik Hooft van Woudenberg, surrounded by trophies from The Royal Netherlands Hunting Club, shown enjoying a glass of Goebel Beer in the Amstel taproom.



"Having sampled Goebel Beer in Amsterdam, Holland, we find that it meets the exacting requirements which we have demanded in our many years of brewing Amstel Beer (by appointment to H.R.H. Prince Bernhard of the Netherlands).

"The distinctive personality of Goebel combines qualities which place it among the world's great beers."

J.H.R. HENDRIK HOOFT VAN WOUDEBERG
Directeur, Amstel Brewery; Amsterdam, Holland

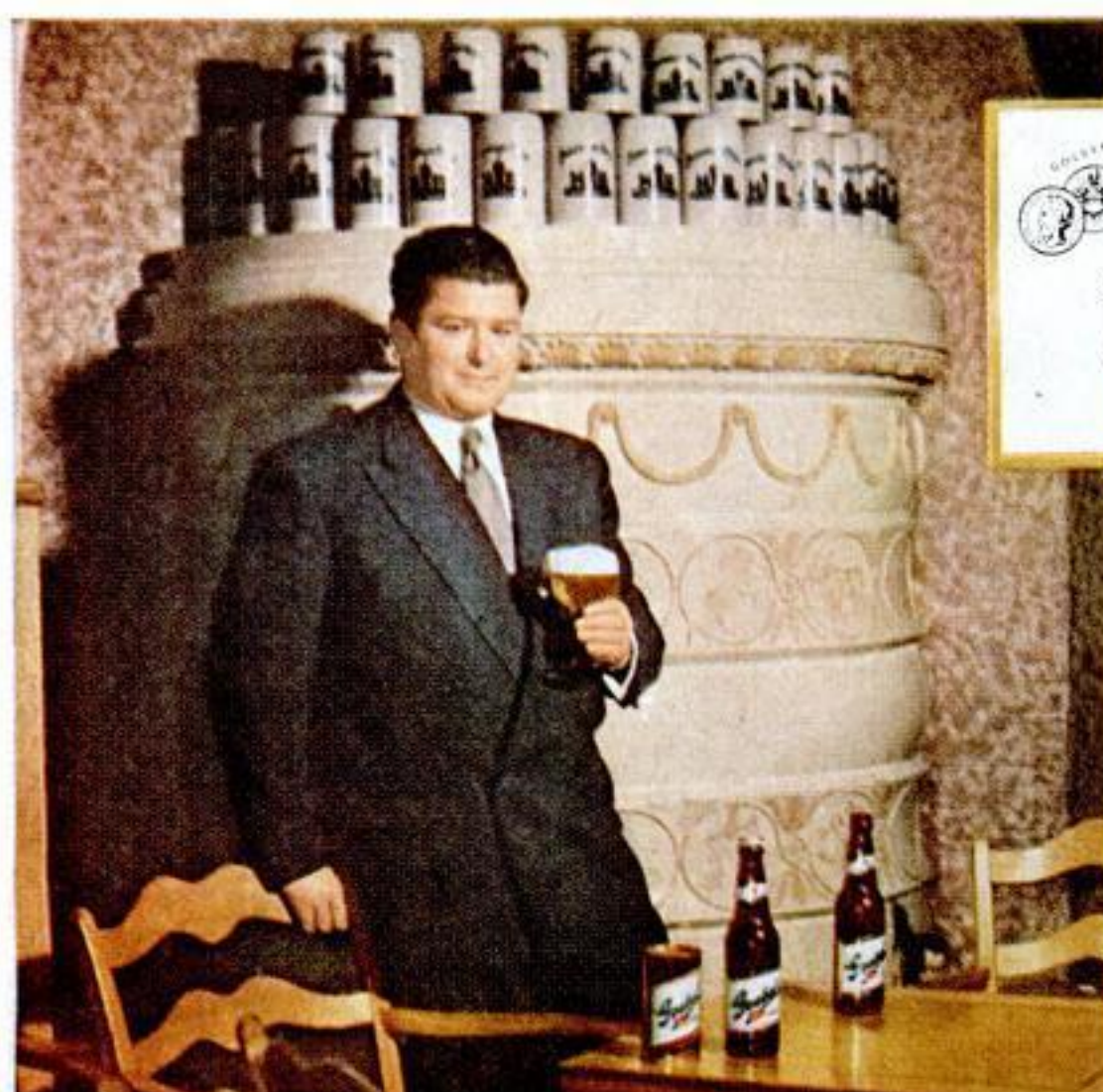
Famous European Breweries Salute a Great American Beer



Goebel Beer is now Frost-Finished for finer flavor. This entirely new brewing process—the greatest development in brewing since repeal—is one reason why Goebel has won such high praise at home and abroad. Next time ask for Goebel Beer.



GOEBEL BREWING COMPANY DETROIT AND MUSKEGON, MICH.
OF CALIFORNIA, OAKLAND, CALIF.



Germany, too, salutes Goebel. Hubert Franz Joseph Stadler, Technical Director of the Henninger Brewery A.G. Frankfurt/M, pictured in the Henninger tap room says, "Goebel is light in body, dry in flavor, and satisfying to the taste. Goebel deserves its place among the world's truly fine beers."



Belgium adds this tribute: "Only the best of ingredients and utmost technical skill can give Goebel such a fine balance of flavor and body. It stands with the world's foremost beers," says Eric Wielemans, Managing Director of the Wielemans-Ceuppens Breweries, Brussels, photographed in his brewmaster's office.



HUMAN BALLAST lies on boards extended from windward side of a Chesapeake Bay "log canoe," keeps craft from capsizing during weekend race.

SHIFTING WEIGHT, crew changes from one side to another after tacking. Boards are movable, being placed under one gunwale, over the other.

BOAT'S LIVE BALLAST

Gymnastic crew keeps tippy craft from tipping

The strange sailboat above, known on Chesapeake Bay as a "log canoe," is fast, easily tipped and tricky to handle. It requires a crew of nimble-footed gymnasts whose chores are as precarious as a tightrope walker's. Because the slightest breeze will capsize it unless the towering masts and 1,000-square-foot expanse of sail are counterbalanced by human ballast, the crew extends boards out from the windward side and scrambles out on them to maintain the delicate equilibrium. When the wind shifts or the easily tipped craft comes about on a different tack, the boards must be shifted from one side to the other in maneuvers that require precise teamwork and add an exhilarating touch to the ancient art of sailing.





NEW COMPETITOR is apprehensively watched by traditional department store men who see would-be purchasers studying their goods and their prices and then trooping to the discount house across the

DISCOUNT HOUSES STIR

They do it by offering cut prices with little or no service while others provide the traditional extras

It began nine years ago, when the great postwar shopping spree set off a series of border incidents between the nation's big, manorial department stores and a small, night-riding band of price cutters operating establishments known as discount houses. The skirmishes steadily increased in number and casualties but with very few public pronouncements from either side. Now, however, hostilities have been declared, open war has broken out—most dramatically in Detroit, quietly but no less lethally in many other cities—and the result may be a major revolution in U.S. merchandising.

The ruckus in Detroit was initiated by one of the largest department stores in the country, the staid J. L. Hudson Co. On the last Sunday in June, Hudson's ran an ad that sent other merchants in the area scuttling for new price tags. The ad began matter-of-factly: HERE ARE HUDSON'S EVERYDAY PRICES ON 155 NATIONALLY ADVERTISED ITEMS. The list covered merchandise from major electrical appliances to watch bands. A \$43.95 roaster was tagged at \$29.95, a \$149.50 movie camera at \$119.60, a \$17.95 clock at \$13.47.

It was as if Tiffany's proclaimed a jam-boree clearance sale on every jewel in the house. These were not just bargain prices. They were discount prices, but Hudson's did

not go so far as to use the term, which is abhorred by all tradition-minded retailers.

A majority of the leading retail outlets in Detroit followed Hudson's lead. Others in the Midwest and the East show signs of doing the same. Although he will be deeply affected by the outcome of this trend, the American consumer knows little of what lies behind it. He simply rejoices in the knowledge that in an increasing number of places—some of them discount houses, some not—it seems possible to buy certain things for considerably reduced prices.

A discount house, for the benefit of Americans whose abodes are so remote or whose shopping habits so timid that they have never been near one, may be defined as a retail establishment offering "white and hard goods"—appliances, housewares and furniture—at far below normal retail prices. The discounters really began to flourish as the postwar seller's market gradually evolved into a buyer's market. Other retailers continued offering merchandise at established prices, many of them set by "fair-trade" agreements with manufacturers which in some cases are supported by law. But the discount houses went after business by cutting prices, making up by volume selling what they lost in profit on each sale.

A discount house may operate in an aban-

doned factory, in a handsome salesroom or from a secondhand desk. It may employ every conceivable kind of promotional hoopla or it may beckon customers with the conspiratorial air of a fence who pushes goods of questionable origin. It may require customers to apply for a special card giving them discount privileges or it may blatantly offer to honor any and all discount cards.

Before World War II there were only a handful of discount houses in the U.S. Today it is reliably estimated that there are between 6,000 and 10,000 scattered from Miami to Seattle. This spring saw the formation of a National Association of Discount Merchants, presumably the discounters' answer to the National Retail Dry Goods Association, GHQ in the fight against price cutting. The discounters specialize in "big ticket items" (such as refrigerators, washing machines, air conditioners and television sets), "traffic items" (portable appliances like toasters, small radios, hair dryers and irons) as well as cameras, watches and sporting goods. Since they offer discounts of 15% to 40% their effect on the traditional retailer's sales has been similar to that of a horde of Japanese beetles on an orchard.

It is estimated by the National Retail Dry Goods Association that 95% of all electrical appliances sold in New York now are sold at



street. There, although cold-shouldered by clerks and forced to claw their way through other customers and heaps of merchandise, shoppers actually buy what they have picked out in department store.



UP A \$5 BILLION FUSS

at list price. Competition between the two may revolutionize U.S. retailing

by HERBERT BREAN

a discount. In Los Angeles County discounters are estimated by a reporter for *Retailing Daily* to sell 55% to 70% of all the major appliances such as refrigerators, ranges and washers. Discount-house sales will probably total at least \$5 billion this year.

'Ya need any help?'

THE bulk of this business is done by small side-street stores in whose cramped, ill-lit, unswept aisles sample merchandise is displayed higgledy-piggledy—refrigerators, TV sets, racks of packaged underwear, doll buggies, juice extractors, ironers, porch furniture, rotisseries, together with stacks of "factory-sealed cartons" of "famous brand" merchandise, some of which bear nationally known labels and some of which do not. This glorified pushcart display is customarily presided over by a group of hoarse, misanthropic clerks who may occasionally offer assistance ("Ya need any help?") but who more often tend to eye the customers with all the cordiality of an Irish desk sergeant questioning a robber of poor boxes.

The clerks have developed their own catalog of patrons. There are *friends of Sam* ("I know the proprietor, so you better gimme a good price"), *jotters* (who never buy but write down the price for comparison with

the next place shopped), *whistlers* (who thus express their amazed indignation at the price), *bearers* ("Well, I'll bear it in mind").

The clerks do not "sell" in the sense of persuading the customer to buy or of discussing the product. They are by title and assignment order-takers whose job it is to see that what a customer wants is made available to him expeditiously and that he is then firmly started toward the cashier.

"You can't spend much time with a customer," said an order-taker recently. "Like every now and then someone comes in and says, 'Now, how much is a TV?' For God's sake, they want you should sit down and tell them the life story of television? I just ask them how big is their living room and recommend the right size screen. I drift around to other customers and come back and ask 'em have they made up their mind.'"

This sort of calculated rudeness seldom seems to bother the American consumer, once he has passed through the noisy portals of a discount house. Then he undergoes a startling transformation, endures jostling, surliness and even unmasked contempt, so long as the price is right. Indeed, there is reason to believe he accepts such contumely as proof the price *must* be right.

A recent trend among discounters, however, is bringing them closer to the tradi-

tional pattern of merchandising in the U.S. Take Sol Polk, for example. He is the proprietor of Chicago's Polk City, whose 250,000 square feet of floor space and \$20 million annual volume make it the biggest discount house in the U.S. Polk is a 37-year-old ex-Army supply sergeant who regards every dollar lying unused in a Chicago savings account as a personal affront. He holds that the discount house is but a passing phase in U.S. retailing, the higher level of which (already achieved by Polk City, of course) consists of "creative selling." Polk achieves creative selling by vending merchandise at an average of 10% to 25% off standard price, taking enormous newspaper ads (sometimes 18 pages at a whack), providing clowns, free Coca-Colas and coupon books for Good Humors. Completely reversing older discount-house procedure, Polk offers the fastest delivery in town (appliances purchased at 10 p.m. are installed the following morning), mammoth merchandise displays (100 gas ranges, 360 television sets) and even insists his salesmen *sell*—glibly, courteously and informatively.

An example of Polk creative selling was afforded a dazed Chicago one hot night last summer when the city's television screens flickered with an insistent commercial: "Call Sol Polk and he will deliver to you within an



*A luxury
that actually
does you good!*

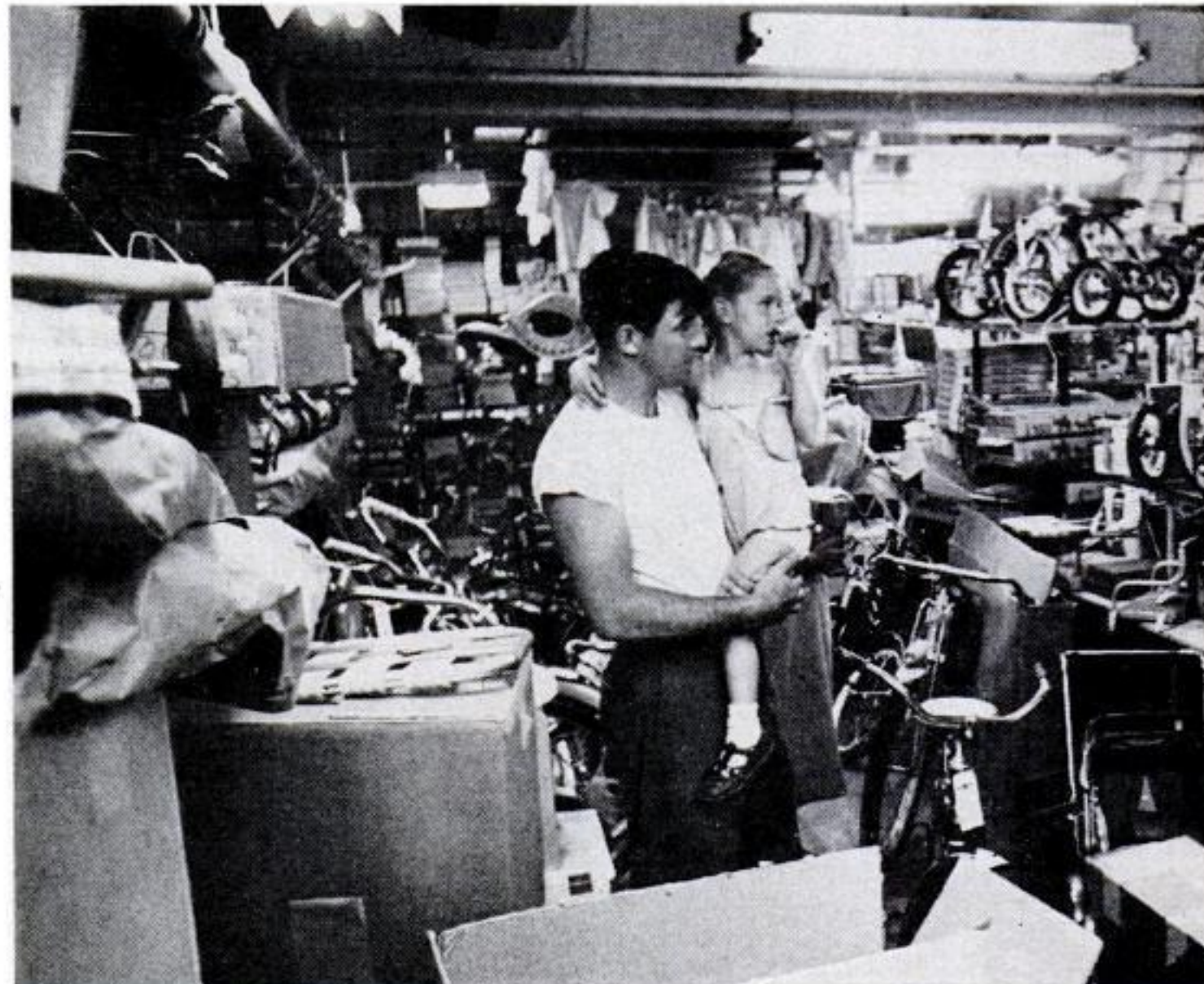
New after-shave blend—with two special ingredients—gives you protection you can actually *feel*! and a light, fresh scent that *stays with you*!

It gives you a wonderful *feel* of luxury . . . clears your head; brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection; protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) Here, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.



DISCOUNTERS CONTINUED

hour an \$11.95 fan for \$5.95." Polk had already dispatched truckloads of fans to many parts of the city and some sweltering customers were startled to find the fans at their door a couple of minutes after telephoning Polk. The combined effects of the almost instantaneous deliveries and the half-list price were tremendous. Polk exploited this strategy again on cold winter nights by offering electric blankets. He also, in what can only be regarded as an ostentatious display of virtuosity, once staged a successful sale of air conditioners in December.

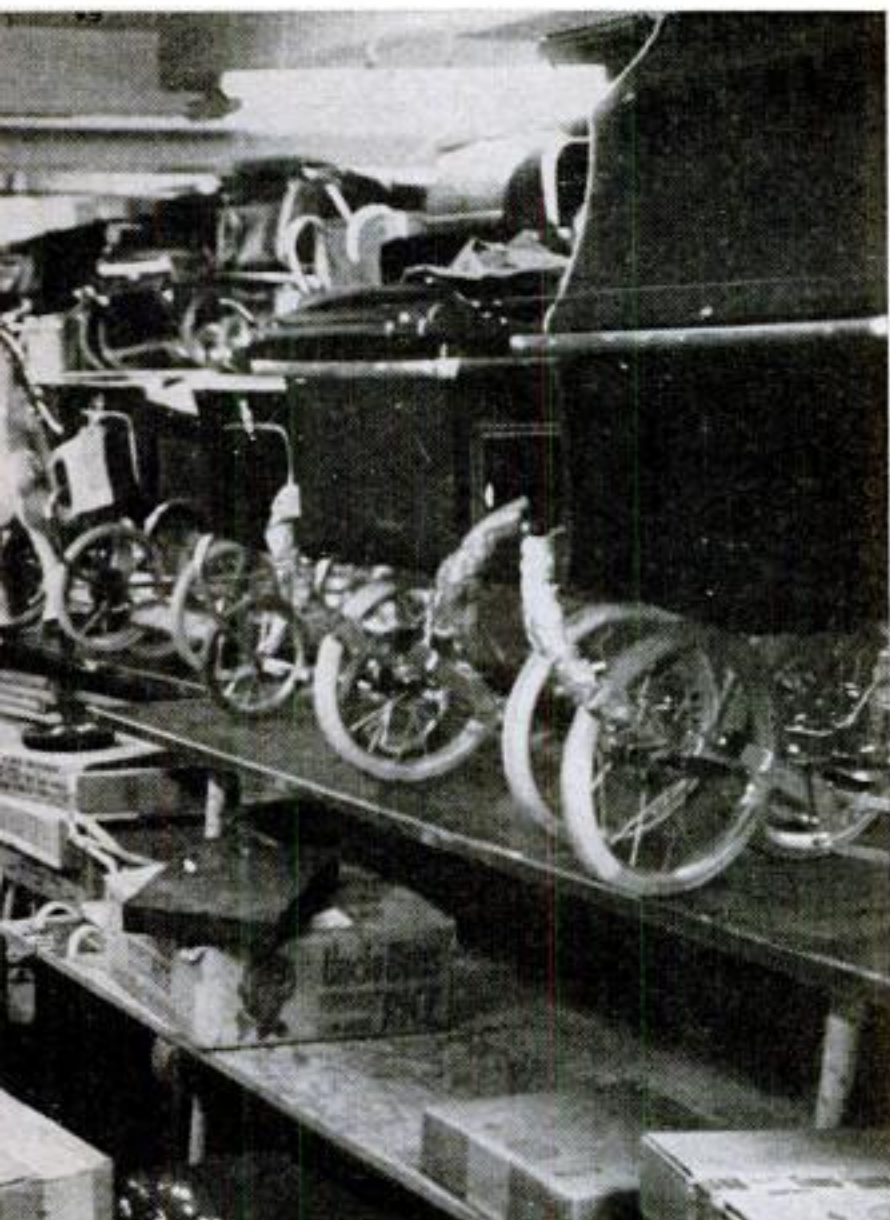
But like most other cities, Chicago also has another type of discount operation. It has its share of the sleazy operators who have learned to mumble, "Yes, sir, this is a genuine electrical manufactured appliance" in an effort to fool the unwary into believing his "off-brand" merchandise was made by General Electric. Such "schlock" (Yiddish slang for inferior goods or rubbish) houses sometimes publish leaflets containing pictures of easily recognizable, nationally advertised merchandise and mentioning low prices without using the actual brand name. When the customer is thus lured into the store, they attempt to sell him schlock since they do not actually carry the items pictured.

St. Louisans recall a sale, at attractively low prices, of power tools that the purchasers discovered were made for a South American voltage and consequently were useless locally. There are also discounters who sell at *more* than list price. A favorite dodge in a few dubious Chicago establishments is the "add-on." Thus a housewife who bought a standard brand washer for \$219.95 on time payments discovered herself charged a total of \$383. The extra \$163.05 was broken down as follows: warranty, \$37.50; tax and delivery, \$17; insurance policy, \$20; interest and carrying charge, \$88.55. Actually the list price on the washer was \$199.95 and the charge for a "warranty" was a complete fabrication.

One Chicago distributor said recently, "Some of these joints won't even try to sell someone who looks intelligent or well dressed. They grab somebody who can barely speak English, get him close to the sale, then pour on the pressure. If he argues about the price, the salesman may shame him into buying. He says, 'Hey, whatsamatter? Dontcha have any money? Here—I'll give you a buck.' He reaches into his pocket and pulls out a dollar and sticks it in the poor guy's face. Then he adds on every kind of service charge you can think of, finances him at 18% interest because he's a bad risk and gets him to sign an assignment of wages in case he doesn't keep up the payments."

While the National Association of Discount Merchants has yet to draw up a code of ethics, the conscientious discounter is affronted at the suggestion that he has ever been known to charge a full list price, to quote different prices on the same item, or to try to sell anyone a "bastard brand." "Our business builds on repeat sales," said a Seattle discounter recently. "If we had to depend on one-shot deals we'd be dead."

The conventional retailer can take little consolation in the vagaries and shortcomings of the discounters. He can do little more than mutter imprecations under his breath or in the relative



CLUTTER of New York's Buy-Wise is characteristic of most discount stores. Proprietors say it reassures the customers that they are getting genuine bargain goods.

privacy of a trade journal: "Bootleggers! Damned parasites! Predators! Subversives! Business deviates!"

The retailers complain that it is only the discounters' frequent disregard for the accepted principles, not to mention niceties, of retailing that enable them to hold their prices down to a point uncomfortably low for the competition. Discounters often stock only fast-moving items and in only one type or size. They seldom offer charge accounts (although some will arrange credit with a bank or even float a small personal loan). They frequently charge for delivery, hand over merchandise unwrapped, and can be evasive, even adamant, about "returns," regardless of reason. Service on appliances, once sold, is usually minimal. The customer is assured that the appliance carries a "factory guarantee" and often enough it does. But a customer who invokes the guarantee and asks to have repairs made frequently finds it difficult, if not impossible, to get satisfaction because some manufacturers refuse to honor the guarantee unless the appliance was sold through an authorized distributor and dealer.

Markup: 39.4% vs. 10 to 15%

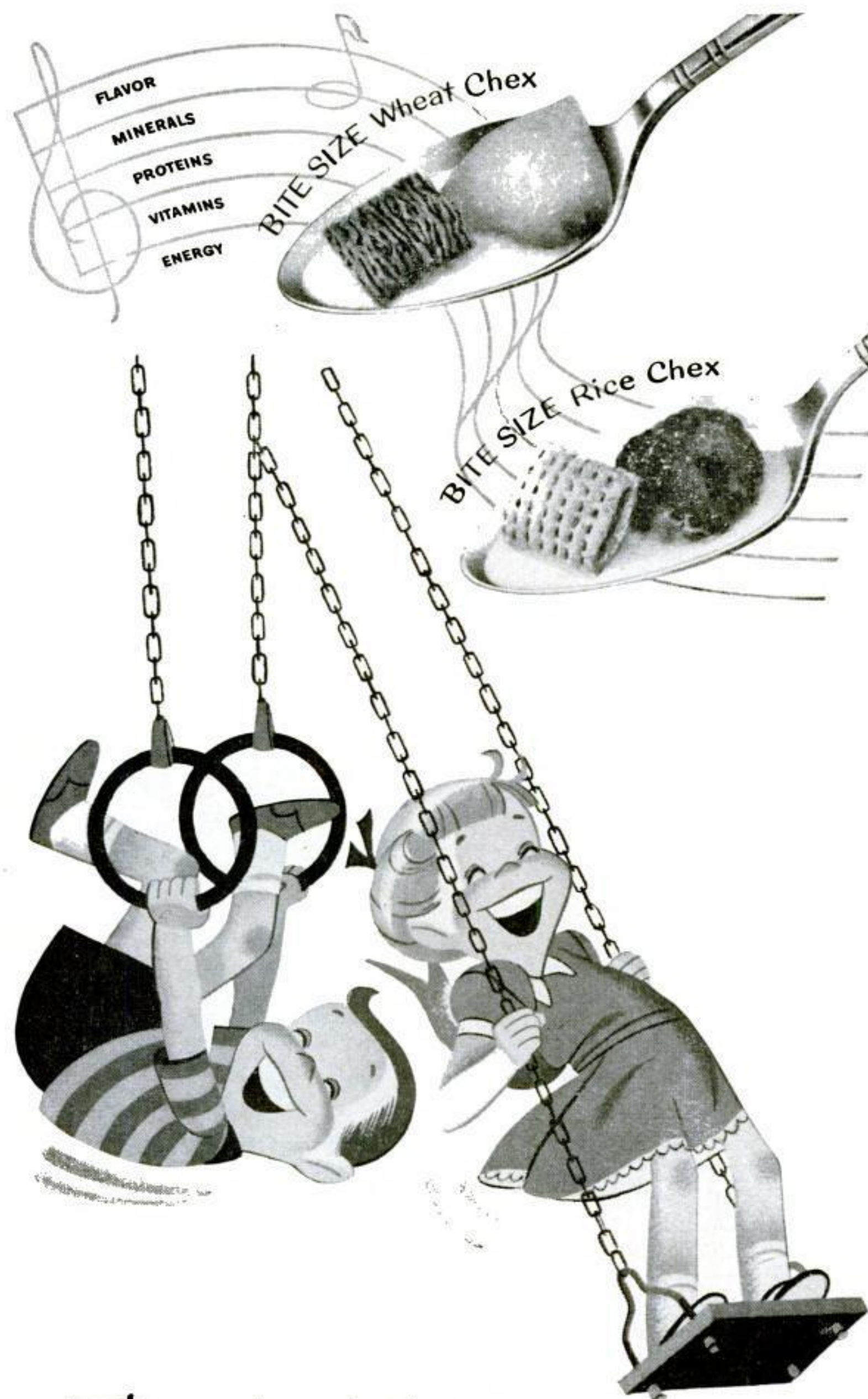
IN contrast, the conventional retailer provides all these services, usually operates his own repair department and cheerfully exchanges or refunds. To do all this the conventional retailer must have the financial cushion of a generous markup. Figures compiled by the National Retail Dry Goods Association show that the average markup for department stores in 1953 was 39.4%. A fair estimate of the national discount-house average would probably be 10% to 15%, depending on item.

The conventional retailer has become more and more aware in recent months that he himself, unwillingly or unwittingly, is giving the discounters' customers some of the services that his rivals so happily avoid. A Detroit store whose appliance repair department was overloaded discovered that it was being overrun by unhappy discount-house customers. Petty larcenists have been known to buy an appliance for 25% off at a discount house, then take it back to a regular retail store for a full cash refund.

The most widespread irritant to retailers is the customer who shops for an appliance in a retail store, where the displays are larger and the sales force attentive and knowledgeable, obtains the number of the model he likes and then orders the item from a discounter. One retail store has estimated that 25% of its sales force's time is taken up giving information and prices on items that are never bought. The result is that some big stores today forbid salesmen to give out model numbers. In Denver, however, one retailer sought to even the score when he was recently asked by a woman shopper for the number of an electric hair dryer. He deliberately gave her the number of the previous year's model. In a few days she was back, not only unabashed but outspokenly furious. It was his carelessness, she said, that had caused her to get stuck with an old-model hair dryer from her discount house.

Even before the current counterattack led by Hudson's in Michigan, some retailers have successfully outdiscounted the discounters.

CONTINUED ON NEXT PAGE



They had their
BITE SIZE CHEX today!
(How about *you*?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

There is Nothing Like it Anywhere!



YEARS ahead in design and operation, the Adlermatic is the most versatile, most complete sewing machine ever made.

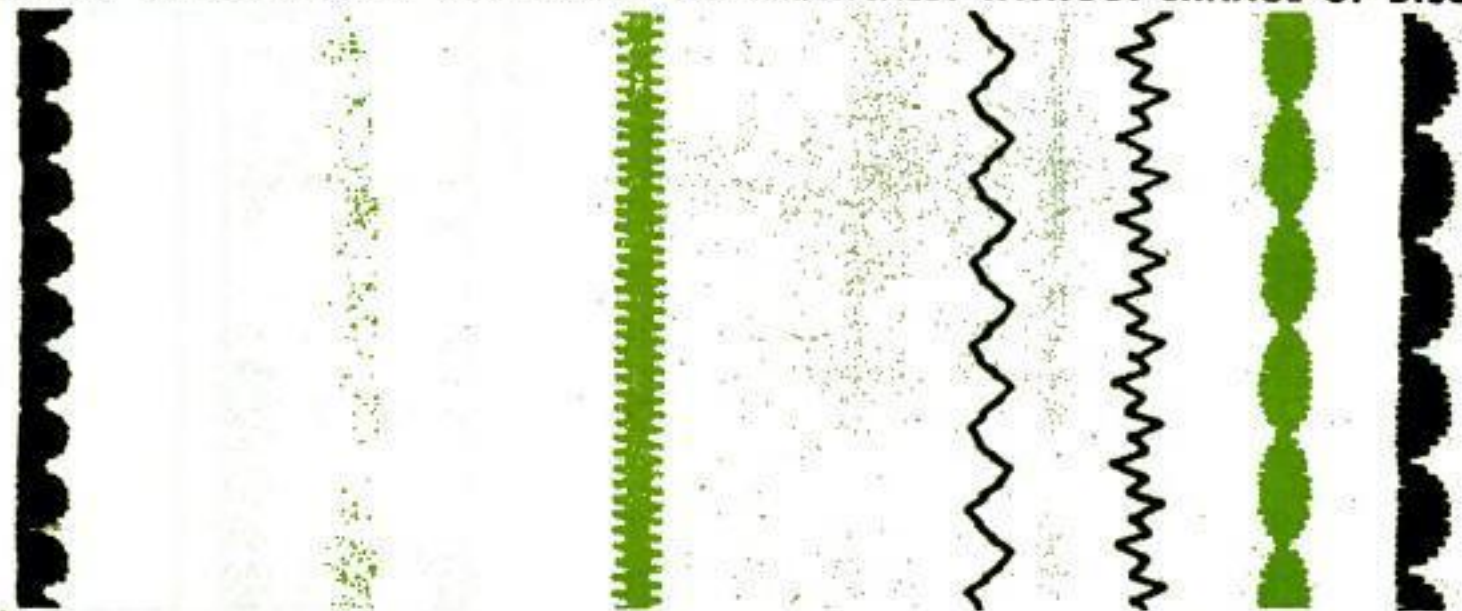
New!

more than just automatic **ADLERMATIC!**

The Adlermatic sews *hundreds* of decorative stitch variations all by itself—you just guide the material. Completely built-in automatic operation; fingertip controls.

Of course, the Adlermatic makes buttonholes, sews on buttons, monograms and does so many other unusual sewing machine jobs. *No attachments are necessary.*

ALL OF THESE STITCHES WERE MADE AUTOMATICALLY WITHOUT CHANGE OF DISC



sewing machines in one!

STRAIGHT STITCHER • ZIG ZAG STITCHER • AUTOMATIC

The Adlermatic is made in the famous Adler Works, one of the world's great sewing machine factories, known over 94 years for its unexcelled workmanship.

TRY THE ADLERMATIC AT YOUR ADLER DEALERS

For a free illustrated booklet about the revolutionary new Adlermatic, write to the main distributor nearest you. Dept. L.

WEST

Belvedere Sewing Machine Co.
1945 So. Flower St.
Los Angeles, Calif.



EAST

The American Adler Company
1300 Railroad Avenue
Rockford, Ill.

DIGNITY now featured by some discount-house proprietors reaches high-toned peak in the mirrored silverware department of William E. Phillips Company in Los Angeles.



DISCOUNTERS CONTINUED

William Lavell, sales and promotion manager for the Ashburn Furniture Company in Alhambra, near Los Angeles, studied nearby discount-house prices and cut the price on every article in his major appliance display until it met or beat any discounter's price. Then he advertised: "Throw away those phony discount cards!" In three weeks Ashburn's tripled its appliance sales.

Others have joined 'em because they could not lick 'em. Goldman Bros. in St. Louis, a conventional retailer for 60 years, has frankly become a discount house. New York's Davega stores and Michaels Brothers chain have opened discount-house branches. Carson Pirie Scott in Chicago recently inaugurated a "warehouse" branch that is actually a discount store. L. Bamberger in Newark holds cash-and-carry "warehouse sales." And some stores have simply and hopelessly abandoned selling appliances.

"Not even my wife knows"

A discounter's life still has its hazards, however, for there are interested parties to the controversy who would be happy to drive him out of business. Most states have "fair-trade" laws that allow a retailer or manufacturer to take legal action against a merchant who sells at a reduction an article whose "fair-trade price" has been set by the manufacturer. But most manufacturers, being understandably reluctant to argue publicly in favor of higher rather than lower prices, have tended to pretend that the discounters do not exist. As long as they engage in no blatant advertising or noisy court battles that will embarrass the manufacturer with his conventional outlets, the discounters have little to worry about, which is why they prefer to fight their side of the price war in silence. Theoretically, with manufacturers and distributors against him, the discounter should find it almost impossible to get merchandise for his store. But actually he finds it pretty easy. An ingenious discounter can get what he wants, even on fair-trade items produced by manufacturers who strongly object to discount selling. "Listen," said a Seattle discounter. "Suppose I get an order for \$1,000 worth of big appliances. All I have to do is go to some dealer, slip him \$50 and he gives me the stuff wholesale. He should care. He makes \$50 without trying, I get my cut and the customer gets a good price. Everybody's happy. There's nothing any department store has—well, almost nothing—that I can't get that way. The names of the retail dealers I work with? Not even my wife knows. I have the stuff delivered to the customer—not the dealer."

Out-of-town distributors are another handy source of supply. Thus a New York distributor can sell to a Philadelphia discounter without annoying his own "legitimate" customers, who would object if he sold to New York discount houses (which may in turn get their stocks from a Philadelphia distributor). Another assist is sometimes given the discounter by the manufacturer himself when he sets too-high sales quotas for his distributors. A distributor who finds himself heavily overstocked on a certain item is often glad to sell a carload or two to a discounter without adding the customary middleman's markup of 15%. That is why a small retailer,



accustomed to buying a few pieces at a time, occasionally finds to his bewilderment that a discount house in his area is selling an appliance for less than he himself has to pay for it. Discounters have also been known to open their own retail stores in other cities to serve as purchasing agencies and some West Coast discounters have created the penultimate in merchandising short circuits by opening their own distributorships.

Money for old brooms

IF a manufacturer seriously threatens legal action on fair-traded items the discounter has various stratagems to fall back on. One familiar device is to sell a fair-traded appliance such as a vacuum cleaner at full price while making an enormous trade-in allowance on the purchaser's broom. William E. Phillips, the biggest discounter on the West Coast, developed an interesting parry to a thrust from the Sunbeam Corporation, one of the most determined upholders of fair trade in the U.S. When Sunbeam enjoined him from selling its products under the fair-trade price, Phillips continued to do so but he contributed the difference out of his own pocket to any charity named by the purchaser. His right to do this was subsequently upheld in court. Having made his point, Phillips dropped his Sunbeam line.

A tactic frequently used is to display prominently a sample of a fair-traded item with its full price boldly marked among a caseful of rival merchandise being sold at big discounts. When a customer asks why that one brand is so much costlier than the others, the clerk explains unctuously, "That manufacturer won't let us save you money, sir."

The manufacturer's justification for fair-trade pricing runs as follows: Fair-trading enables him to maintain a price level that insures both the quality and the dignity of his product. It makes wide distribution possible because any store anywhere can sell the article at a uniform price. It protects the brand name he has built up by advertising, which makes possible mass production and which in turn keeps prices low. When any merchant cuts the fair-trade price he cheapens the product in the eyes of the public, unfairly undercuts his competitors and thus damages the whole economic structure.

While this argument is given little consideration by a man intent on getting a \$300 refrigerator for \$200, it has much merit. But most manufacturers make no real effort to keep their goods out of discount houses at all. Prominent among those who do are Westinghouse, General Electric, Towle silverware, Magnavox, Sunbeam, Toastmaster, Sheaffer pens and Revere Copper and Brass. Sheaffer has spent more than \$400,000 this year buying back its own pens and pencils from discount houses and has dropped some 330 dealers who were selling them cut rate.

A number of things encourage the manufacturer to wink at price cutting. One of them is a point of law. While a manufacturer such as the Simmons Company, which sells its bedding products directly to the retailer, can sell or refuse to sell to anyone as it pleases, a manufacturer who sells through distributors cannot ask them to refrain from selling a particular retailer, since this is

CONTINUED ON NEXT PAGE

VEEDOL 10-30

Motor Oil...gives you



HIGHEST

Now...get all the power you pay for with Veedol 10-30. Many motor oils build up carbon deposits in your engine that can cause "knock" and waste octane. But Veedol 10-30 is refined practically carbon-free to cut down octane-robbing deposits... push performance way up!

OCTANE

You get as much as 40 extra miles in every tankful of gasoline. Road tests prove it! There's less engine drag under all driving conditions...more power left at the wheels. And Veedol 10-30's extra-high detergency keeps your engine clean for longer life.

PERFORMANCE

All-weather Veedol 10-30 Motor Oil combines grades 10w, 20w and 30 for the quick fast starts of 10w oil with the protection and low consumption of a 30 grade oil. Easier starting saves your battery too!



TIDE WATER ASSOCIATED OIL COMPANY

San Francisco • Tulsa • Houston • New York



**DON'T TELL
your
HUSBAND**

Surprise Him

WITH A LUSCIOUS, GOLDEN BROWN, TANGY PIZZA FOR LUNCHEON, DINNER, OR SPECIAL PARTY TREAT . . .

made with

**APPIAN
WAY[®] Ready Mix
Pizza**

Add your choice of toppings . . . cheese, ground meat, fish, mushrooms, sardines, and others for delicious meals.



Everything in one package ready to mix, fix, bake. At good grocers' everywhere.

Write for **FREE** Recipe Booklet

Send \$1.00

for three

12 inch pizza pans



FOOD SPECIALTIES, INC.

Plymouth, Mass.

San Jose, Calif.

AMERICA'S LARGEST MAKERS OF PIZZA PIE MIX



GAUDY DISCOUNTER, Chicago's Polk Brothers, puts down a carefully tended red carpet for customers and gives advertising balloons to children.

DISCOUNTERS CONTINUED

conspiracy in restraint of trade. And the vast majority of manufacturers sell through distributors.

"Policing" a nationally distributed line is costly and troublesome. G.E., for example, spends more than half a million dollars a year policing its small appliance line. This usually involves employing detectives or professional shoppers to make one or more buys in a suspected store, issuing a series of warnings to desist, and if necessary taking the case to court. Attorneys must prepare an individual case against every violator. The net result is usually a mere injunction to refrain, although if this is deliberately violated the seller may find himself charged with contempt of court and assessed court costs.

The Sunbeam Corporation once went to the mat with Stephen Masters, proprietor of New York's biggest discount house, for persistently undercutting the fair-trade prices on its shavers, coffee makers, toasters and other small appliances. As a result Masters had to pay \$16,530 in legal fees and other court costs. This deterred but did not dismay Masters, who is the Battling Nelson of the discount ring, having been enjoined almost 100 times. Recently he opened a mail-order branch in Washington, D.C., where there are no fair-trade laws, to sell fair-traded items cut rate by mail.

An injunction for a star salesman

It has happened that "policing" a line has embarrassed the policer more than the violator. Phil Klein, an appliance dealer in Wilmington, Del., sold so many G.E. appliances last year that the G.E. Supply Company gave him a five-day free trip to Havana as a star salesman. Before the star salesman could leave, the G.E. Small Appliance Division discovered he had been selling G.E. fair-traded items at 20% off. It slapped an injunction on him and Klein went both to Cuba and to court.

The travels of Phil Klein serve to illustrate the fact that in the fluid U.S. economy, no businessman plays a static role for long. Today the discounter is assuming more and more of both the character and the problems of the conventional merchant. He still emphasizes price while the old-line merchant emphasizes service and stability, but these differences are tending to merge. The discounters are providing more services. Masters, for instance, now maintains a repair department in which, he boasts, the firm sometimes repairs free an appliance it knows it did not sell.

Some conventional merchants, meanwhile, find special reasons to offer unconventional prices. As a New Orleans appliance dealer, complaining loudly about stores offering discounts, remarked, "Of course, if it looks like the customer is going to get away, I offer a discount too."

A thoughtful New York appliance dealer, discussing the discount invasion, insisted that it endangered the economy by encouraging people to buy in advance of their real needs. "When everyone gets stocked up," he said, "suppose there's a little recession? People'll be in a good position to sit tight and buy no appliances for a long long time. Then what happens to business and to labor?" He was asked if he ever sold excess merchandise to discounters. "Sure," he said. "When I'm overstocked."

CONTINUED ON PAGE 61

**IF YOU SUFFER
PAIN**

of
**HEADACHE
NEURITIS
NEURALGIA**

get

**FAST
RELIEF** with



the way thousands of physicians and dentists recommend.

HERE'S WHY . . . Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin[®] today!

NEW MINTS Medically Proven

Quickly RID STOMACH of GAS

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDoL[®] Mints contain incredibly fast BiSoDoL medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candy-counter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDoL Mints!



Now! FEED your plants to beauty!

Now! Feed your plants to healthy, full-bloomed, flourishing beauty! It's easy. Push a Plantabb in the soil next to any plant, flower or vegetable, indoors or out. Plantabbs' "growth" formula—a combination of vital foods *all plants need*—goes to work immediately. Plants grow strong, vibrant, lovely even in poorest soil. You'll be thrilled! Get Plantabbs—world's largest selling plant food tablets. Used by millions for over 30 years. 25c, 50c, \$1.00, \$2.00, \$3.50—in food, drug, variety, hardware, seed stores, florists, or post-paid from Plantabbs Corp., Dept. LH, Baltimore 1, Md.



**FULTON'S
PLANTABBS**
Complete Plant Food Tablets



STAND-OUT STYLING—Year after year, Mercury with its trim, forward-looking lines leads the way in beauty.

These 6 pictures show why you can't match Mercury for the money



COLORFUL INTERIORS. A pioneer in more colorful, more highly styled interiors, Mercury now offers nylons, broadcloths, leathers, vinyls in a rainbow assortment.



NEW 161-HORSEPOWER overhead-valve V-8 engine is the most efficient in Mercury's history. Its great power gives instant response when you need it.



SMOOTH MERC-O-MATIC DRIVE (optional automatic transmission) brings new smoothness to no-shift driving. Touch-O-Matic Overdrive also available.



REVOLUTIONARY BALL-JOINT SUSPENSION is the latest contribution to Mercury's superior performance. Exclusive in Mercury's class, for far easier steering and handling.



PROVEN ECONOMY. Mercury's consistent record for low-cost operation is a major reason for its high trade-in value—consistently highest in its field.

It pays to own a

MERCURY

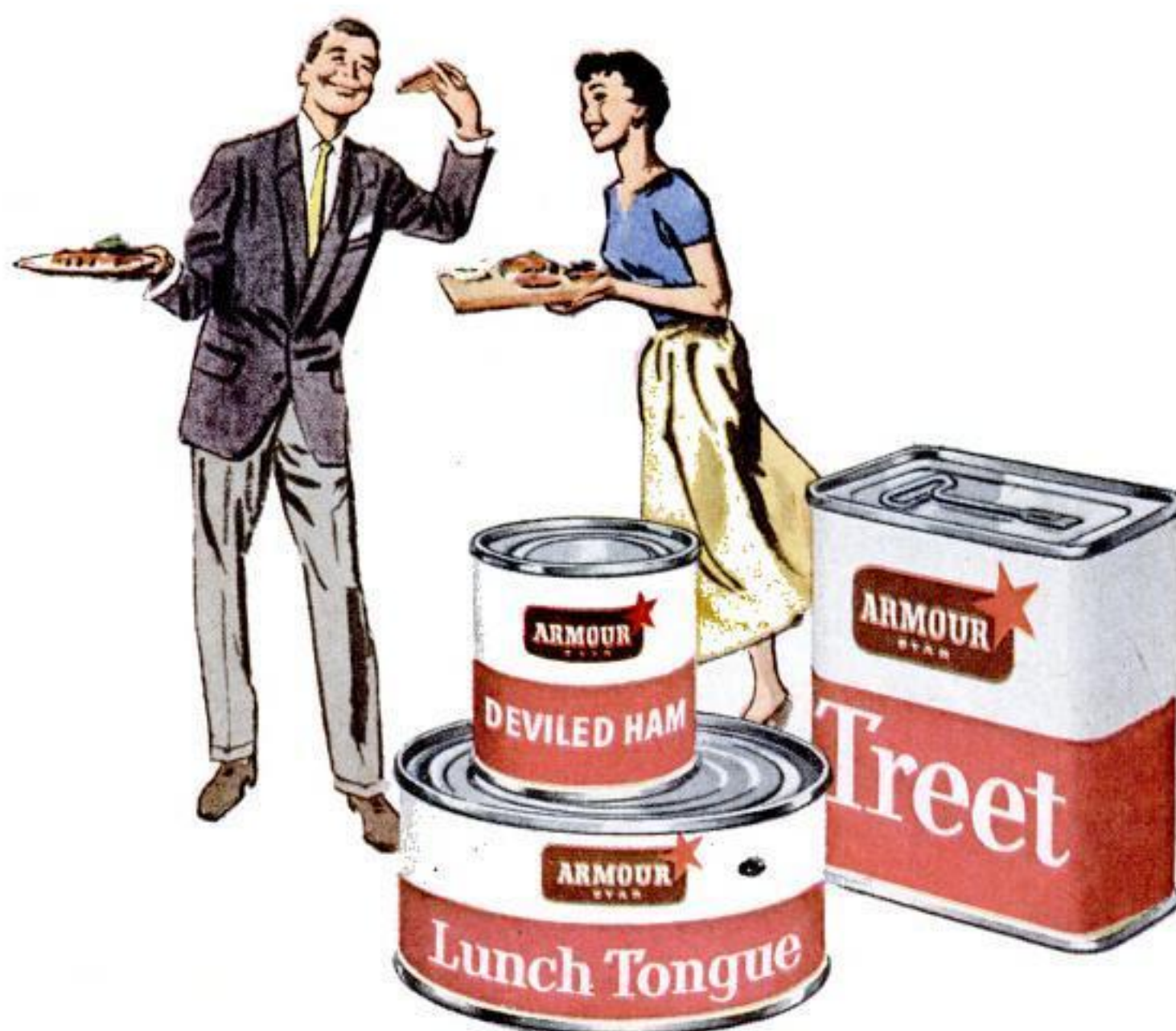
—the record proves it

MERCURY DIVISION
FORD MOTOR COMPANY

3 delicious easy-to-fix Armour Star meat sandwiches!

PUT PLENTY OF VARIETY—as well as plenty of good, nourishing meat—into your sandwiches this easy way. Treet, which is all tender Armour meat, is always wonderful with Swiss cheese and a slice of pickle. For a spicier sandwich, spread rye bread with deviled ham right out of the extra-economical Armour Star Deviled Ham tin. It's all ham, full-flavored—but not too salty. Serve with tomato slices. Armour Star Lunch Tongue makes a delicious sandwich with cream cheese seasoned with horseradish. The carefully selected small tongues are pickle-cured, cooked, boned and all ready to slice and serve.

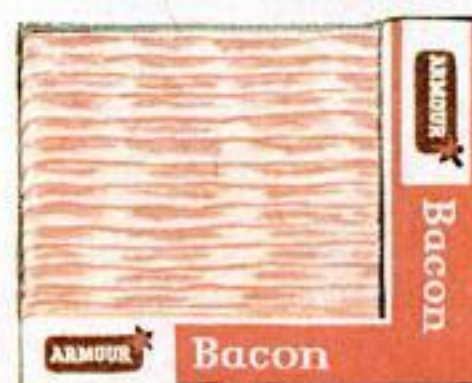
Send for the brand-new recipe booklet, "Pantry Shelf Meals." Address the famous Armour home economist, Marie Gifford, Armour and Company, Dept. 669, Chicago 9, Ill.



You know it's good!

ARMOUR
STAR

The Armour Star label is one of
the world's great guarantees!



DISCOUNTERS CONTINUED

Little wonder that the average consumer, listening to the arguments on both sides and looking at the price tags, is confused. Even while he wonders what may happen to the leisurely luxury and all-under-one-roof convenience of the department store, he also wonders why such stores have themselves usually granted discounts to certain groups (the clergy, students, librarians, etc.). And why, if fair-trading is so vital to business, is it applied to less than 1% of all merchandise sold in the country. And whether the "service" of an often indifferent retail store clerk is really worth the markup. And whether selling in big volume at low prices or in smaller volume at higher prices is best for the economy in the long run.

Will it wreck our system?

If some are confused, others have made up their minds. Some distributors recently have been flatly refusing to sell to discount houses, convinced that discounting will eventually wreck the U.S. merchandising system. One of them is Harry Alter, a Chicago distributor for Bendix and Crosley. Cutting off discounters cost him \$1 million worth of orders, he says, but "when dealers find out it is selling that will pay them more than discounting they'll move our way. If they don't, sales will slacken and prices will rise. In the long run fewer people will pay more for less stuff." Edwin Masback, a major New York distributor of appliances and hardware, came to somewhat the same conclusion and took the same action, with the result that the National Association of Discount Merchants has filed a restraint-of-trade charge against him with the Federal Trade Commission.

The Bureau of Education on Fair Trade, a drug industry organization, has predicted the discount house will vanish within a year, a view that seems somewhat unrealistic. But the West Coast discounter who recently exulted, "They couldn't put us out of business now with the help of Joe McCarthy and the National Guard," was ignoring the peril that he and his fellows face if they fail to rid themselves of the unsavory elements within their ranks. Some people think the ultimate retailing answer will be a marriage of discount-buying techniques and department store selling methods. Others predict that U.S. retailing may divide more generally (as it already has, here and there) into two distinct types: an expensive one stressing luxury service and one stressing economy with very little service.

The final outcome will of course be determined by the American consumer for whose dollars the discounters and the conventional retailers are currently battling. As the battle goes on, the consumer may find himself enjoying the best of both merchandising worlds: lower prices from the stores with service, more service from the stores with low prices.



HOMESPUN DISCOUNTER, Bargain Fair of Mentor, Ohio, has its quarters in a huge remodeled barn, makes a specialty of selling tombstones at cost.

Now
IN 2
Cottons
THAT NEED
NO IRONING!

Culottes!

season's sensation
for day-long comfort
and graceful smartness

4⁹⁸
ea.

Sizes:
12 to 20
14½ to 24½

GUARANTEED
WASHABLE

SAVE EXTRA
Send payment with
your order and we
will pay postage!

FREE CATALOG
Mail coupon or
postcard today for
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ue packed catalog.

COIN DOT
PLISSE

A

"RUFFIE"
Cotton
With
PLISSE

B

FROM
THE *Cotton Shop* OF
SOUTH CAROLINA MILLS

The value win-nah and style champion! Inspired 1-piece styling for one of the coolest, most comfortable Cottons in years! Step into ours—zip up front or back—belt the waist for slimming nip-in and you're smartly dressed for all casual occasions. New clever shirt-style tops, cuffed. Wide culotte legs loosely designed for skirt effect. Easily washed, no ironing needed.
Reg. Sizes: 10, 12, 14, 16, 18 & 20
Half-Sizes: 14½, 16½, 18½, 20½, 22½, 24½

A Coin Dot Plisse! Zipper front, eye-catching trim on collar & 2 patch pockets Navy or Turquoise.
16M1963—Sizes: 10 to 20 } Each
16M1965—Sizes: 14½ to 24½ } 4.98

B 2-Tone "Ruffie" Cotton! Striped plisse top. Fitted empire waist. Button trim. Zipper back to below hips. 2 piped slash pockets. Navy or Green.
16M1964—Sizes: 10 to 20 } Each
16M1966—Sizes: 14½ to 24½ } 4.98

THE COTTON SHOP Dept. 308
Box 1602, Spartanburg, S. C.
Please send me the following 1-Piece Culottes @ 4.98 each.

Style No.	Quantity	Sizes	1st Color	2nd Color	Amount

Name _____ Total _____

Address _____

City _____ State _____

☐ Check, cash or money-order enclosed. We pay all postage.
☐ C. O. D. You pay postage & C.O.D. Fee ☐ Send Free Catalog
☐ Check here if this is your first order from The Cotton Shop.

COMPLETE SATISFACTION GUARANTEED OR YOUR MONEY BACK

LOOK FOR THE WORDS

Distilled and Bottled by **ON THE WHISKEY YOU BUY!**

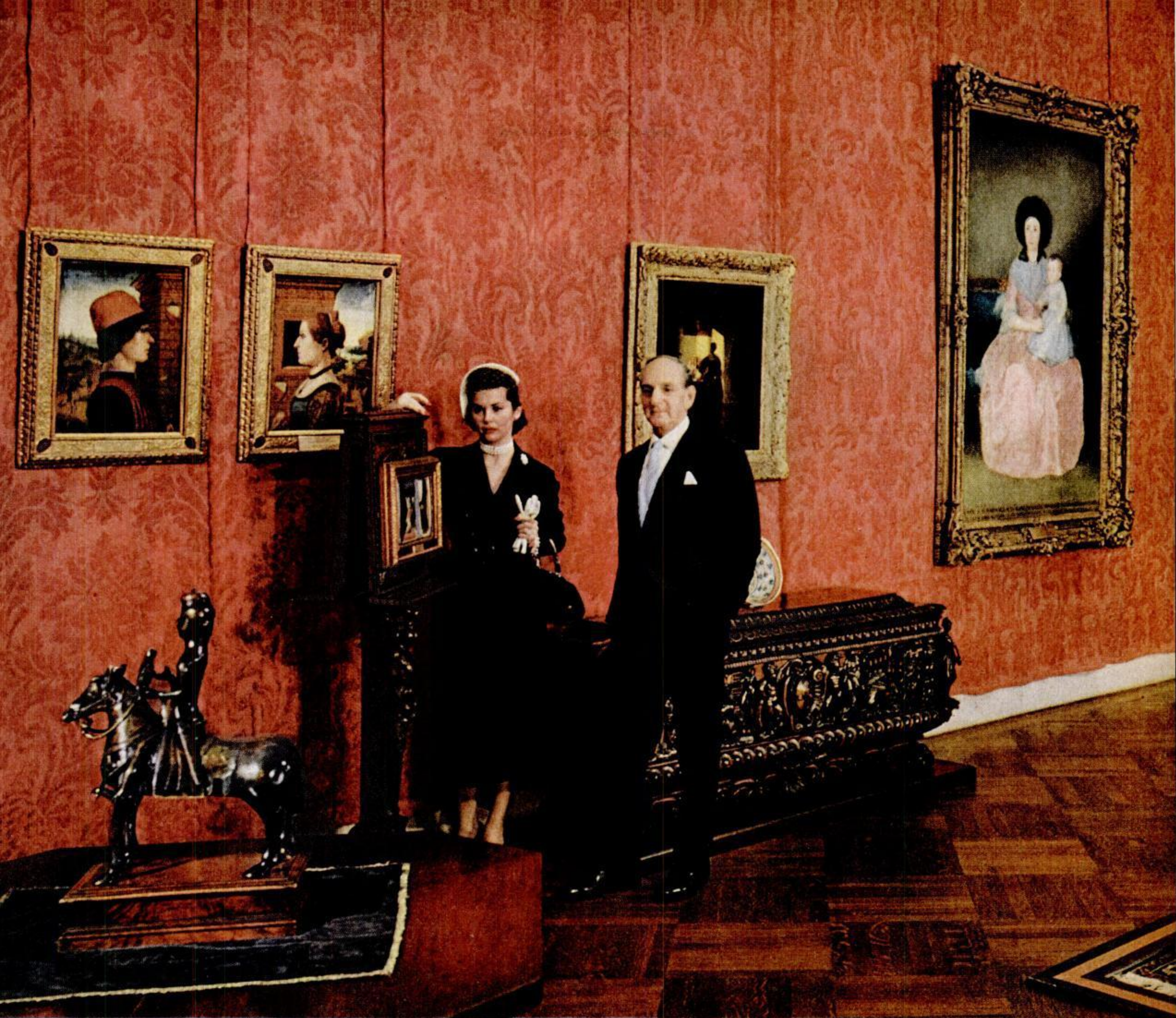
Next time you ask for a straight whiskey, take a long look at the label. If the words *Distilled and Bottled by* are on it you know *who* made it, *where* it was made, and *who* bottled it. And if the name Glenmore is on the label too, you know you are getting a uniform product of one of the most respected distilleries in Kentucky. You see, we do not use other whiskeys to bottle under the proud Glenmore label. If we did, the label could not read *Distilled and Bottled by*. We urge you to remember these important facts and try Glenmore next time!

Every Drop Distilled and Bottled by
GLENMORE DISTILLERIES COMPANY
OWENSBORO, KENTUCKY

LOOK FOR
Distilled and Bottled by
ON THE LABEL



Available in
86 or 90 Proof



MUSEUM DISPLAY of art from their collection surrounds Mr. and Mrs. Robert Lehman at the Metropolitan. From left: two portraits by the 15th Century Italian, Cossa; interior by de Hooch; portrait

by Goya. In foreground: bronze German water vessel of the 14th Century in shape of a hunter on horseback; on stand, a Botticelli *Annunciation* given by Robert as a birthday present to his father.

FAMILY COLLECTION

Public gets first good chance to view art treasures amassed by Lehman & Son

Around 1910 a New York banker named Philip Lehman took up a hobby that was newly engrossing Wall Street financiers, Pennsylvania steel magnates, California railroadmen and New York merchants. The hobby, an expensive one, was collecting great art. Though competition among the millionaires was considerable, Lehman enlisted the energetic aid of his son Robert, then at college, and gradually acquired a stunning array of masterworks. Today the Lehmans' art is considered the most valuable, varied family collection in the country.

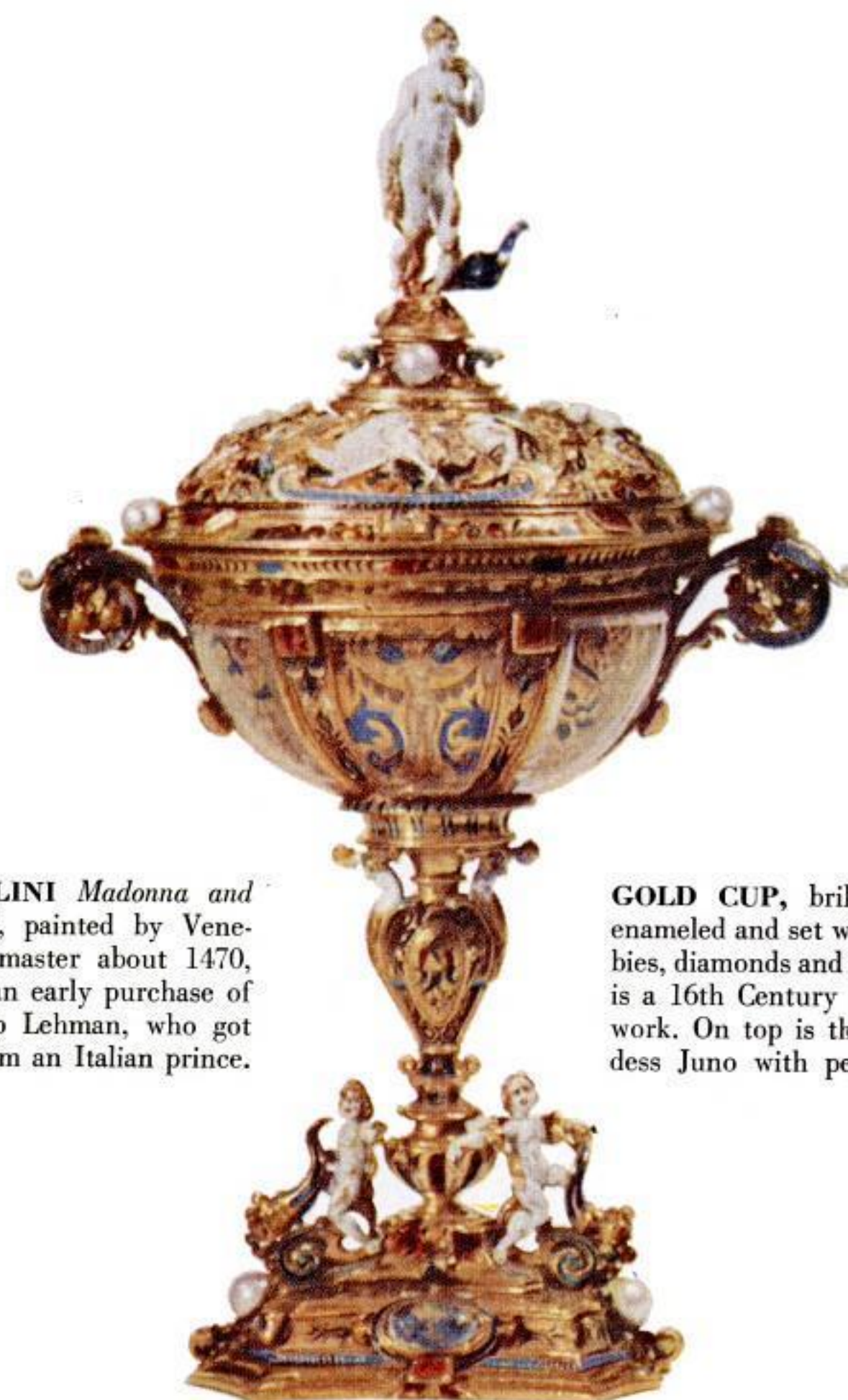
Philip Lehman started out cautiously with some Dutch paintings and an 18th Century English portrait. But during annual trips to Europe his taste quickly expanded. Branching

out from paintings by Italian, Flemish, French and Spanish masters, he bought Renaissance furniture and majolica plates from Italy, Gothic tapestries from Belgium, ornate Persian rugs, medieval German bronzes. Robert, somewhat more adventurous, added treasures by early Italian primitives, Renaissance and baroque jewelers, French Impressionists and Oriental ceramists. By the time the elder Lehman died in 1947 their collection filled Philip's five-story town house, Robert's 18-room apartment, his downtown business office and country home. This summer a choice selection (*above and following pages*) from the more than 1,000 works in the collection is on view at the Metropolitan Museum in New York.

CONTINUED ON NEXT PAGE



BELLINI *Madonna and Child*, painted by Venetian master about 1470, was an early purchase of Philip Lehman, who got it from an Italian prince.



GOLD CUP, brilliantly enameled and set with rubies, diamonds and pearls, is a 16th Century Italian work. On top is the goddess Juno with peacock.



MOTTOED MEDAL, a French hat ornament of the 1500s (*above*), shows woman with her suitors. Motto reads, "Love does much, money does all."



PEARLED PENDANT (*below*), made in Italy in 16th Century, is studded with rubies, emeralds, diamonds. In enamel center Hercules fights with lion.



EL GRECO portrait of St. Jerome as cardinal is considered the finest of several versions done by the painter in Spain around 1600. Lehman's bought it in 1915.



PETRUS CHRISTUS, 15th Century Fleming, depicted St. Eligius giving St. Godeberta a ring which wed her to Christ. Lehmans paid \$144,000 for picture.

CONTINUED ON NEXT PAGE



ROBERT'S LIVING ROOM is lined with 19th Century French paintings. On wall from left: Renoir nude, Pissarro landscape,

Bonnard interior, Degas millinery scene, Van Gogh mother and child, Renoir beach scene. Majolica decorates the shelves (rear).

ART TURNS LEHMANS' HOMES INTO LAYMEN'S MUSEUMS

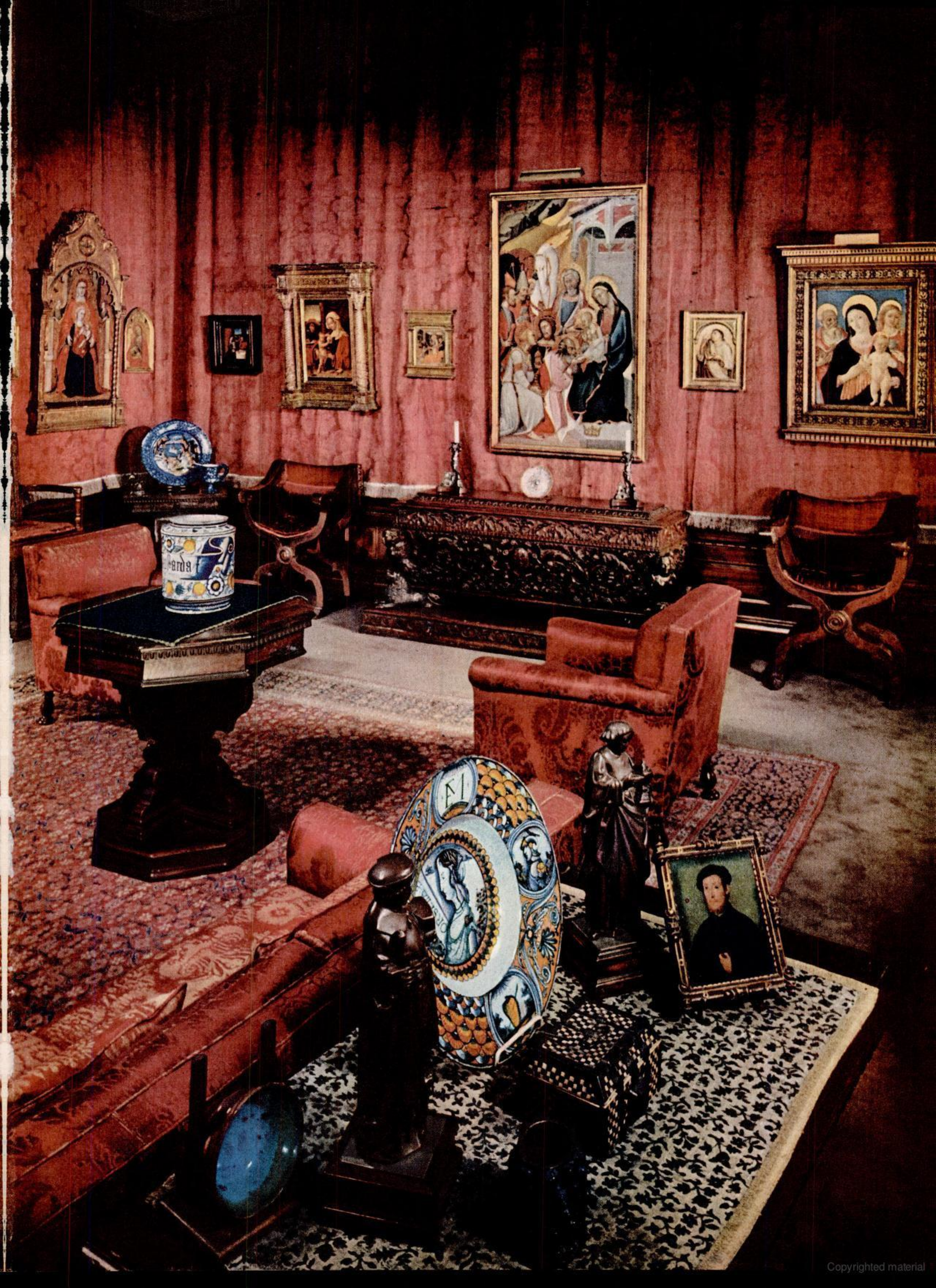
Though the Lehmans have presented almost 100 works to major museums across the U.S., the remaining abundance of their collection has turned their own homes into small-scale museums. Philip's house (*opposite*) resembles a centuries-old palace—replete with Italian Renaissance furniture, 17th Century damask and Ispahan rugs. Now inhabited only by

a caretaker, it is opened for visiting dignitaries and art experts. Robert's apartment (*above and below*) glows with Renoirs and Bonnards, Cézannes and a display of treasure-packed cabinets. A pleasant and inviting room, it still has something of a museum effect on visitors. "Whenever we have guests," says Mrs. Lehman, "they just stop talking and look."



KALEIDOSCOPE OF MASTERPIECES ornaments opposite end of room. Objects in cabinet span 2,000 years of art. On wall

from left: Renoir's *Model on a Pink Chair*, Cézanne's *House in the Trees*, Renoir's *Girl Combing Her Hair*, Matisse's *Spanish Girl*.





DOES it matter what children drink in summer? More and more people think it does. And when *one* summer drink—*fresh lemonade*—is so much better for you, doesn't it make good sense to serve it to your family? Fresh lemonade is a pure, natural fruit drink. No artificial flavorings, preservatives or carbonation! It's rich

in vitamin C—the vitamin that children (and adults, too) need every day, especially in summer. Why not start your family on a better summer drink habit? Serve *fresh lemonade*, the *one* summer drink that's more cooling...more healthful, too! Costs less than a nickel for a big, delicious glass.



IT MAKES
GOOD SENSE!



OH
BOY!

M-M-M



REAL COOL!



Fresh **Sunkist Lemons**

for lemonade
and iced tea

Only lemonade made from *fresh* lemons gives all the flavor and aroma that nature gave the fruit itself.

IN DUNGAREES on her day off, Leonie works behind soda fountain in her mother's small Long Island candy store.

LEONIE'S DOUBLE LIFE

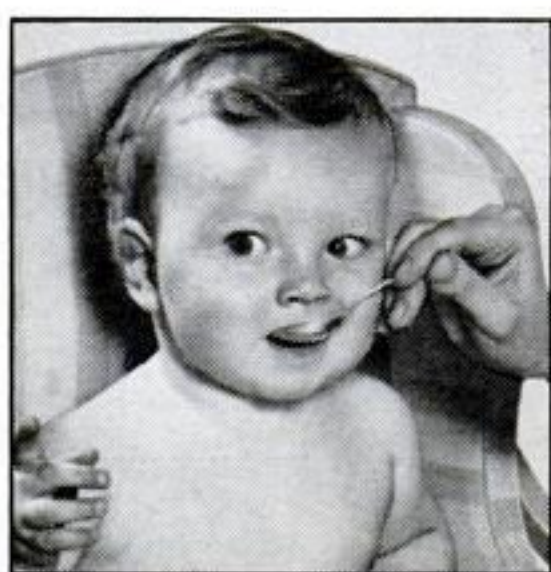


Favorite New York model is a soda jerk after hours

Leonie Vernet is a Cinderella-in-reverse. By day she wears ball gowns while modeling for photographers. By night she changes to blue jeans (*above*) while she helps out in her mother's soda fountain in Sunnyside, Queens. A model since she was 14, Leonie at 20 has become one of the most popular in New York and earns \$35 an hour. But a short subway ride away she is simply a pretty neighborhood girl and special friend of the small fry who frequent the family store. Even marriage has not changed Leonie's double life. Last November she married a boy from the neighborhood, a marine engineer whose job takes him to sea but who also lends a hand in the shop when he is home. Luckily for Leonie, the ice cream and candy she downs on her job at night and on weekends do not affect the 115-pound figure required for her glamorous eight-hour day.

IN FULL FINERY Leonie wears a \$250 Jane Derby ball gown in designer's mirrored showroom on Fifth Avenue.

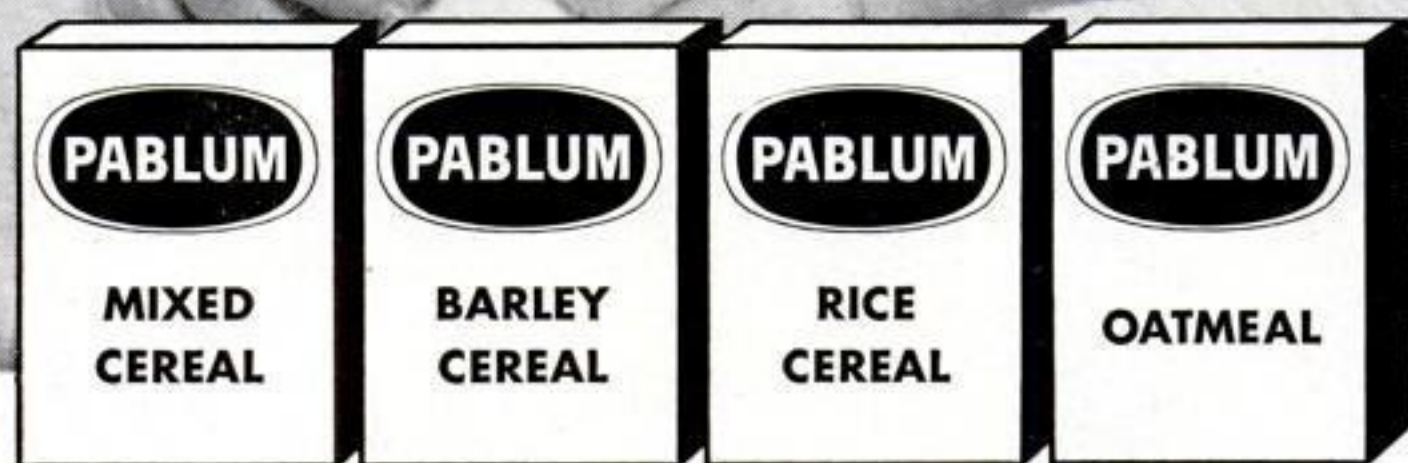
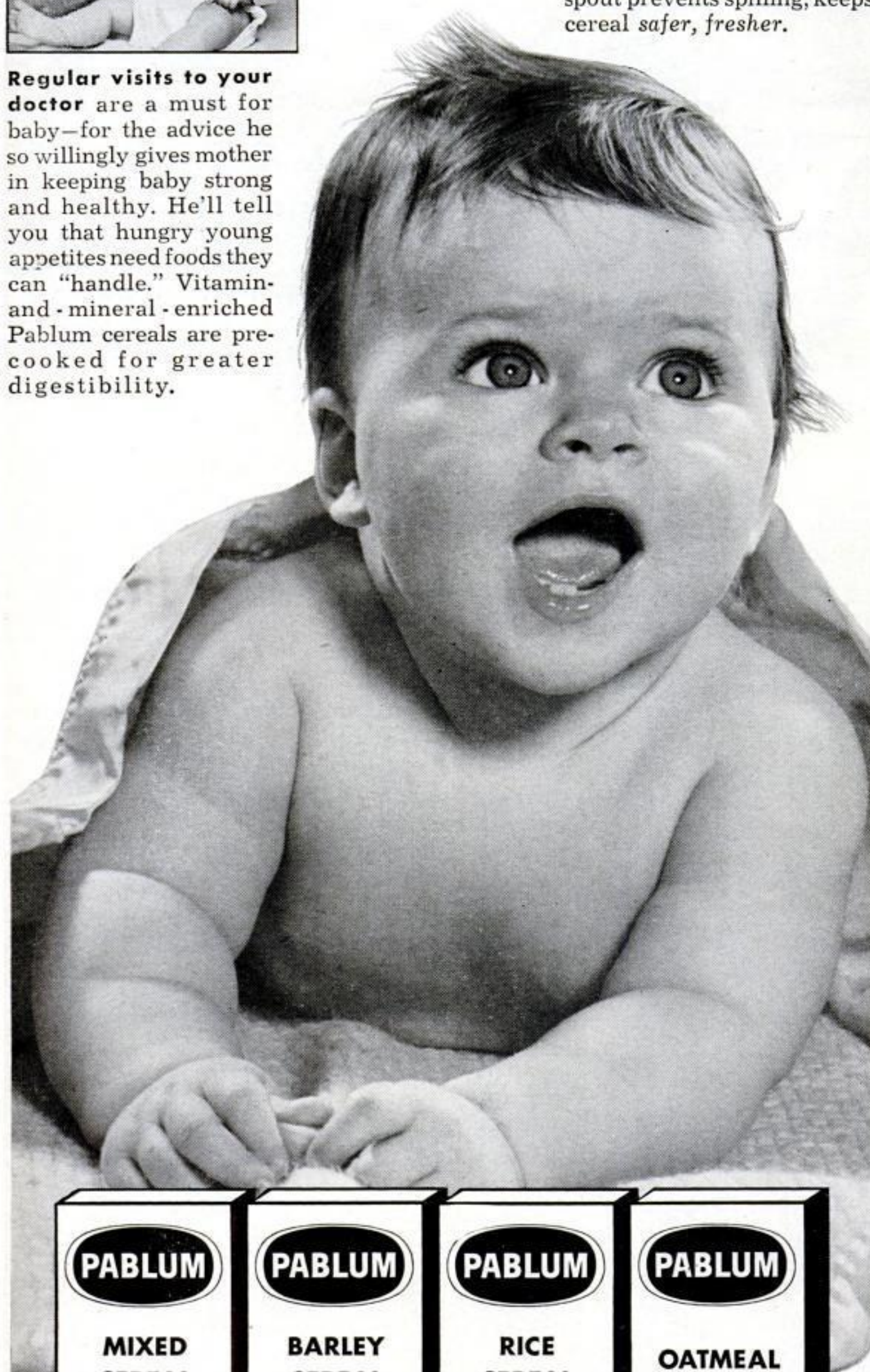
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best to start on...
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DOUBLE LIFE CONTINUED



SOLITARY SEWING is another of Leonie's pastimes when husband is away. She is tightening waist of dress she will wear next day for a picture.



FINAL FITTING takes place in front of mirror not yet hung on bedroom wall. She likes to make her own clothes, gets ideas from fashions she models.

CONTINUED ON PAGE 72

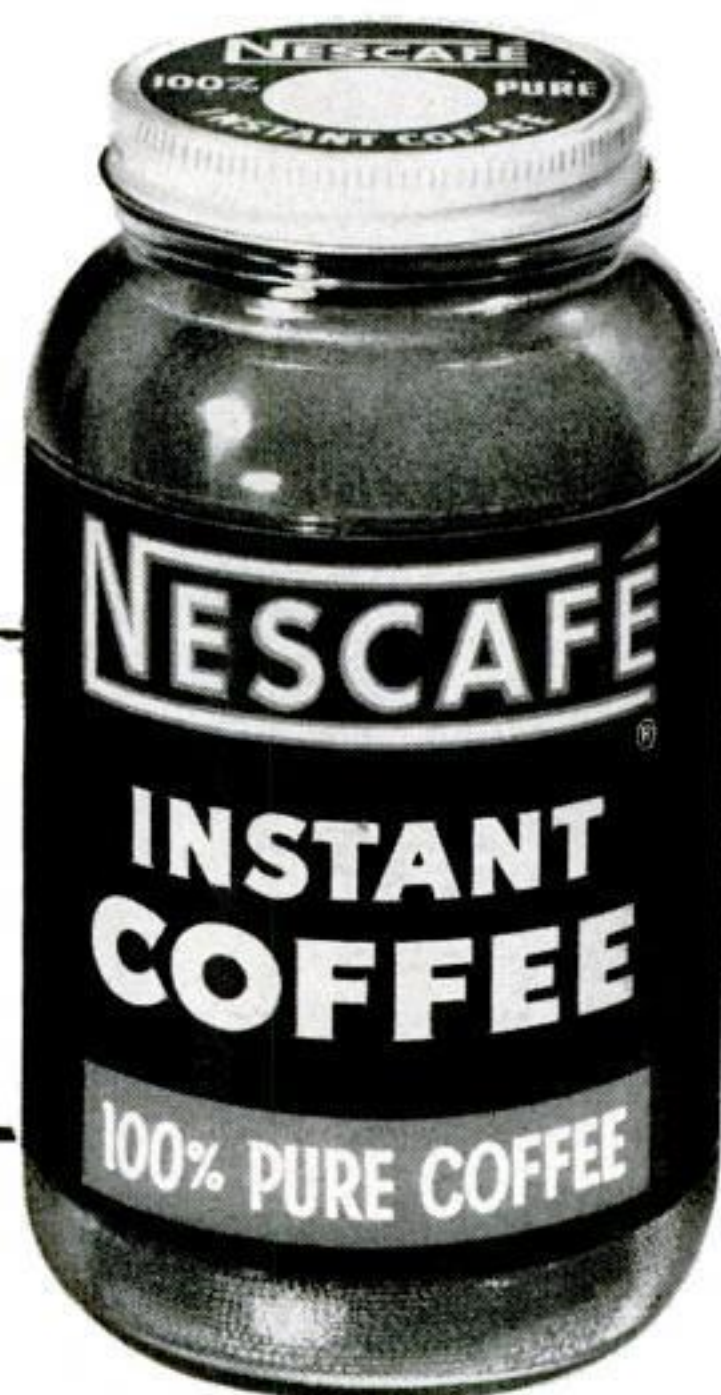
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*—the modern coffee
made especially to
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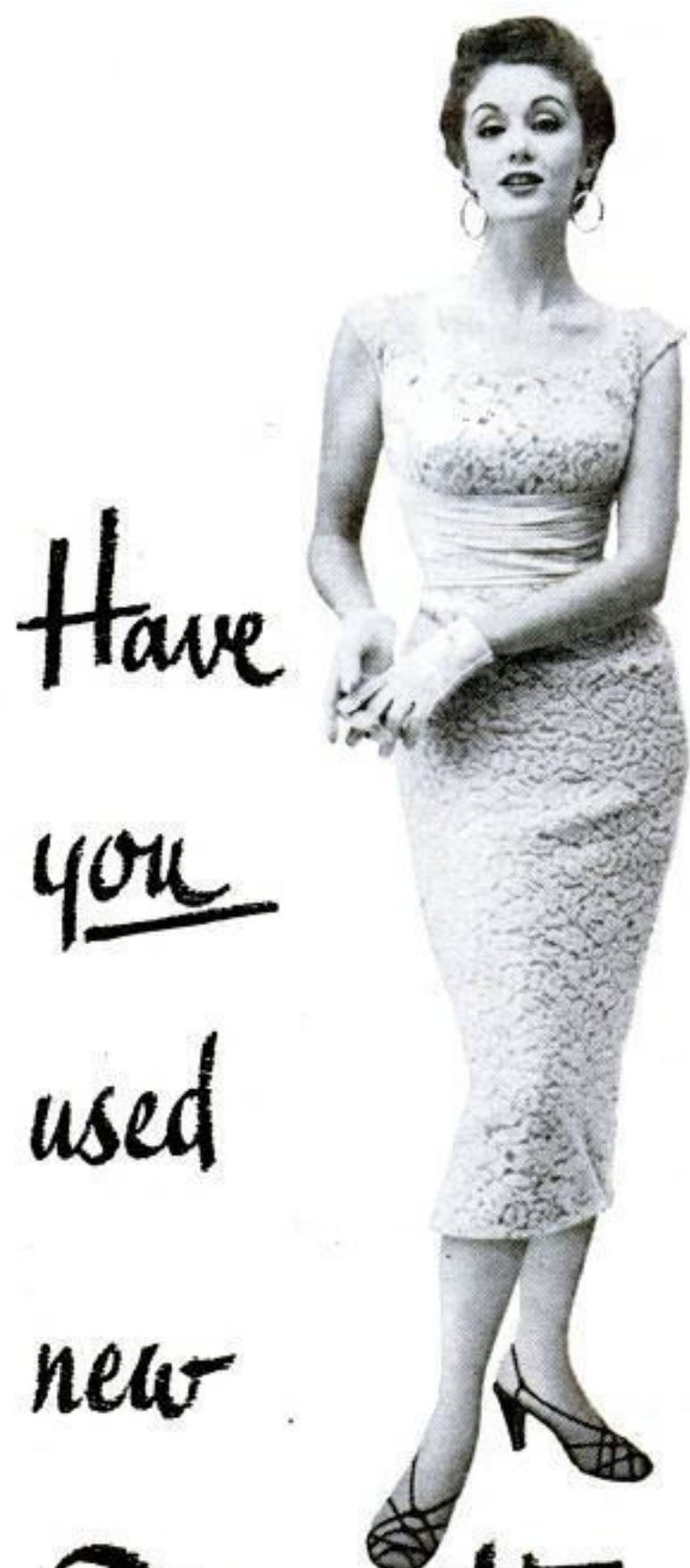
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BODY POWDER

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CHANGING PIN-UPS, Mrs. Vernet displays Leonie's pictures over malted mixer. She began working when husband died in 1948, bought store in 1952.



LAPPING PROFITS, Leonie ends night's work with a chocolate cone. Scar above eye dates from childhood accident, used to make her feel self-conscious.

Who
will write
on **tennis**
for
SPORTS
ILLUSTRATED?



BILL Talbert, the tennis writer for SPORTS ILLUSTRATED, is the captain of the United States Davis Cup team. For 12 years in a row (1941-1952) he was among the first 10 players in the national rankings. In 1946 he and Gardnar Mulloy permanently retired the national doubles cup, which had been in competition since 1923. In 1950 he incidentally ranked both 1st and 2nd in doubles (1st with Trabert, 2nd with Mulloy).

HE did not take up tennis until he was 14, when the diabetes which hit him four years earlier was finally under control. Two months later he was in the quarter finals of the Boys' Nationals.

AS Davis Cup captain in tennis-mad Australia last winter, he handled one of the toughest public relations jobs in the world. (He also played in the doubles, one of the two matches the U. S. team won.) When he left, the Down Under newspapermen, who, it has been said, write with hatchets instead of typewriters, gave him a silver tray—for co-operation.

NOW Talbert himself is a member of the press. When we saw his first copy, we were plain delighted to find that he could write about tennis as well as he can play it, which many say is just about as well as it can be played. He writes with a love of the game he knows from the bottom to the very top.

TO play tennis, Talbert has traveled more than 600,000 miles, or roughly to the moon and back and on the way to the moon again. He has played it almost wherever it is played, and tennis is the most international of games. Just about now he is in the Eastern Lawn Tennis championships at Orange, New Jersey.

SOMETIMES it looks as if he's determined to be the "grand old man of tennis" at the stripling age of 35. And Bill Talbert will soon be telling you all about it in SPORTS ILLUSTRATED.

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The little pictures show you my 12 favorite Bisquick bakings . . . and directions for all of them are on the box. Wouldn't it be fun to try two or three?

Betty Crocker
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Yes, here is a way to add extra deliciousness, extra eye appeal—extra excitement to all your desserts. But with the merest touch of your finger. Reddi-wip whips itself you know! Pours out mounds of fresh, real cream—with no waste, no work... So use Reddi-wip to make this fresh peach season the most successful of your life. Make delicious peach shortcakes—give them the extra lift with Reddi-wip. Serve *sliced* fresh peaches with Reddi-wip. There is nothing easier, nothing tastier... Every dessert becomes an event when topped with Reddi-wip—gelatins, puddings, fresh fruits, pies, and cake. Get Reddi-wip from your friendly grocer or milkman today. Use its magic daily!



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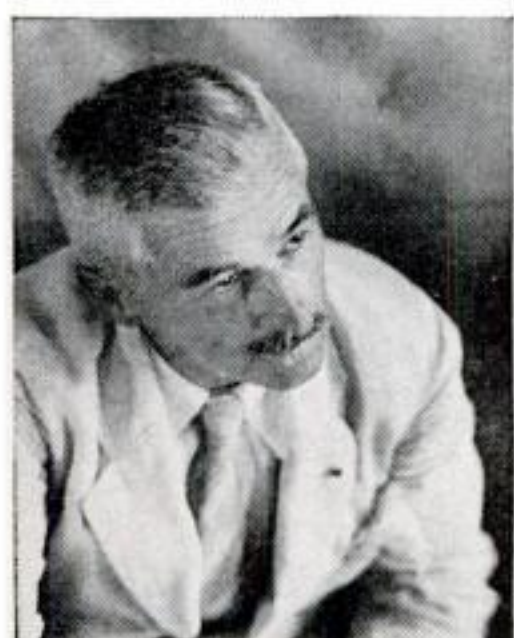


"Be careful—drive safely!"



WRITING ON WALL gave Faulkner ready check of his novel's sequence against the written manuscript. Stacks on the floor are of the different sections of the manuscript.

FAULKNER WALL PLOT



WILLIAM FAULKNER

Novelist outlines new novel where he can easily see it

Ordinarily William Faulkner gets through his convoluted novels without any outline. But for *A Fable*, his newest novel, published this week, Faulkner departed not only from this practice but from the conventional outline other authors use. The action of *Fable* takes place in seven days. As a check, Faulkner put the plot day by day in inch-high writing on the

wall of his work room (above) in Oxford, Miss. From the ladder-back chair in which he works Faulkner could then see the outline of any day's events, shown close-up at right as photographed from the wall.

In more important aspects *Fable* departs from Faulkner's previous work. An allegory of Passion Week and dealing with a World War I mutiny led by a corporal etched in Christ's image, *Fable* is his first major work set outside the South. It reached 2,000 manuscript pages before Faulkner cut it to 700. He wrote it all on the opposite side of an old manuscript.

MONDAY

- II 06:00 The French Regiment mutinies, refuses to leave the trench to make an attack, is drawn out, disarmed, put under arrest & sent to the Rear.
- II The General commanding the division containing the Regiment goes to his Army Group Commander and officially requests permission to have the whole Regiment executed. The Group Commander tells the Division Commander he is ordered to shoot them Wednesday.
- ~~III The British Battalion Runner tells the Sentry about the lorries carrying blank A.A. shells up to the front at Villeneuve l'Abbaye. The Sentry assaults the Runner. Both are put under arrest. The Runner's history included.~~
- 12:00 The French front enters armistice with the German one opposite it.
- 15:00 The British and American fronts enter armistice with the German ones opposite them.

TUESDAY

- IV The people from the district where the Regiment was raised, parents and kin of the men in it, begin to gather at Chavignement.
- II 02:00 The Division Commander returns unofficially to the Group Commander, who tells him that he is expected by the Allied Commanders-in-Chief at Chavignement Wednesday afternoon.
- ~~III The Sentry and the Runner are under arrest with married couples in separate dugouts in the British lines.~~
- III 24:00 The British Battalion Runner tells the Sentry about the lorries carrying blank A.A. shells up to the front at Villeneuve l'Abbaye. The Sentry assaults the Runner. Both are put under arrest. The Runner's history included.

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WEDNESDAY

- I** The Regiment is brought to Chateaufort, taken around, and put inside the prison compound. Magdalena is in the crowd waiting for its arrival. Also there, the Corporal and his sword and the other (General?)
- II** The German General is taken across the lines at Villeneuve l'Abbaye, shot at with blank gunfire and pinned by the three British aeroplanes firing blank ammunition. Levine's story included
- V** The Division Commander is brought to Chateaufort, taken around.
- VII** Mary and Martha reach Chateaufort and are met by Magdalena. They are repulsed by the people in the city because of their relationship to the Corporal, whom the people held responsible for the Regiment's making and hence its present jeopardy.
- VI** 17.00 The Runner finds himself free of arrest, escapes to the rear and sees the German aeroplane, succeeded by take off, aircraft fire and pursued by the three British aeroplanes firing blank ammunition. Land on the aerodrome at Villeneuve l'Abbaye. Includes the story of the Runner, the Scout, the old Negro preacher and his Grandson and the stolen Rose picture.
- VII** The Prisoner in the Compound
- VII** The Division Commander is put under arrest by the Old General.
- VII** The Old General and witnesses examine the Corporal
- VII** The Old General's interview with Mary, Martha and Magdalena. Martha's story
- VII** The 3 Generals and the German General
- VII** The story of the Old General and the Queen Mother General
- VII** The Old General sends his aide to prepare the miracle of the Spoon

THURSDAY

- VIII** The Runner goes to Paris to enlist the aid of the old Negro preacher. They return to the battalion, and persuade it to make the unusual decision not to move. Where an unnamed German force meets it, and both, except for the Runner, are destroyed by simultaneous British and German bombers. (Includes the story of the Scout, the old Negro preacher and the stolen Rose picture)
- VIII** Levine hears about the unnamed British and German forces destroyed deliberately by their own bombers, and commits suicide.
- VIII** The French Division Commander is executed by the three American privates.
- VIII** The Last Supper of the Corporal and his squad.
- VIII** The Old General offers the Corporal the Three Temptations. The Corporal to save himself. The Corporal refuses them.
- VIII** The French chaplain is sent to the Corporal to persuade the Corporal to accept Christianity and so expiate his stand. The Priest fails, commits suicide.

FRIDAY

- IX** The Corporal is executed between the two lesser criminals.

Martha, Mary and Magdalena obtain his body and the medal, from the Sergeant Major and carry it away for burial.

SATURDAY

Mary, Martha and Magdalena bury the Corporal's body in a field on Martha's husband's farm, which was between the battle lines but which will be safe now that they believe the war is over.

SUNDAY

The War starts again. A victorious Allied barrage and attack passes over the site of the Corporal's grave. When Martha, Mary and Magdalena return to the grave, the body has vanished.

DAY-BY-DAY OUTLINE of the plot of *A Fable* (Random House) was particularly useful because Faulkner jumbled the chronology of the novel by using his characteristic flashbacks and flashbacks within flashbacks. The novel actually opens on Wednesday before hopping back to Monday. The outline was written in simple sentences, compared with normal Faulkner style.

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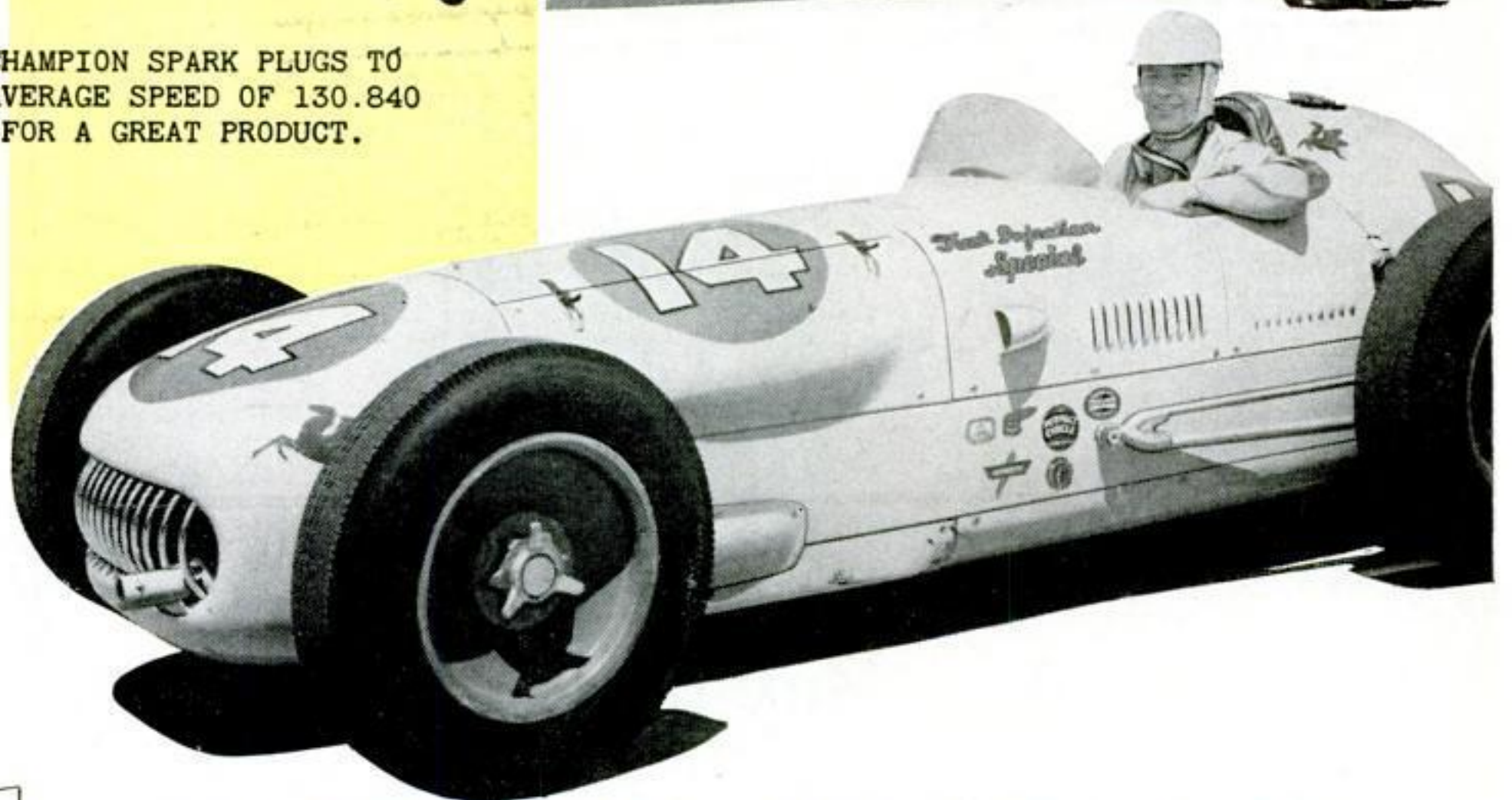
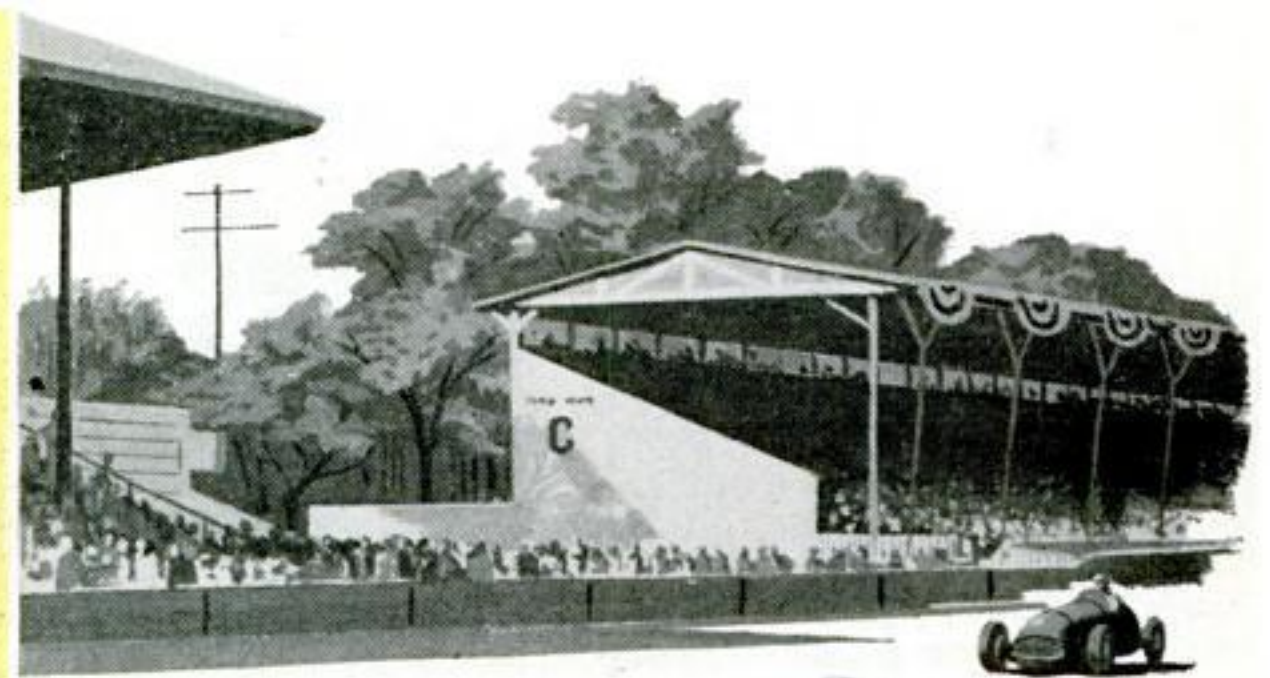
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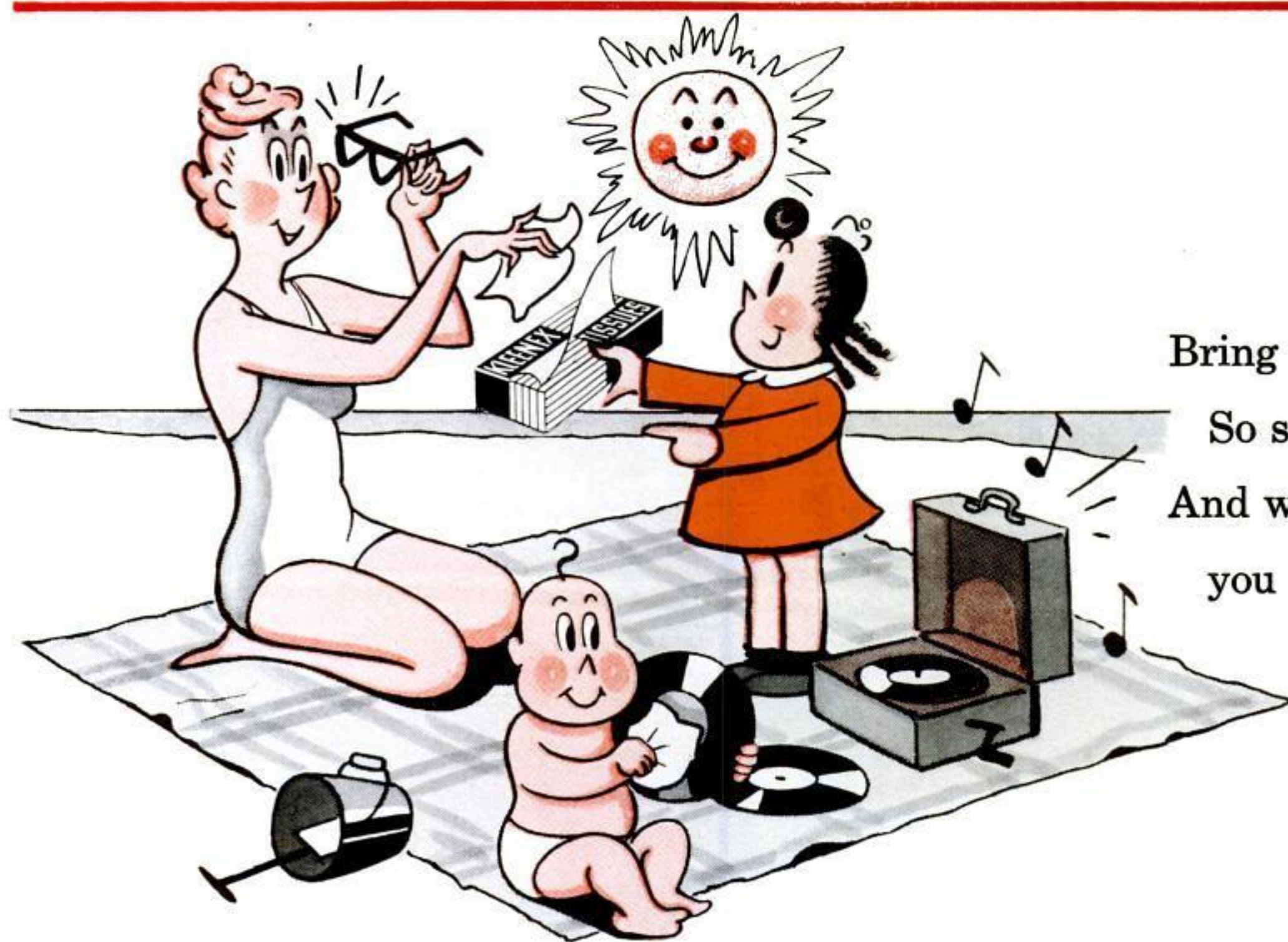
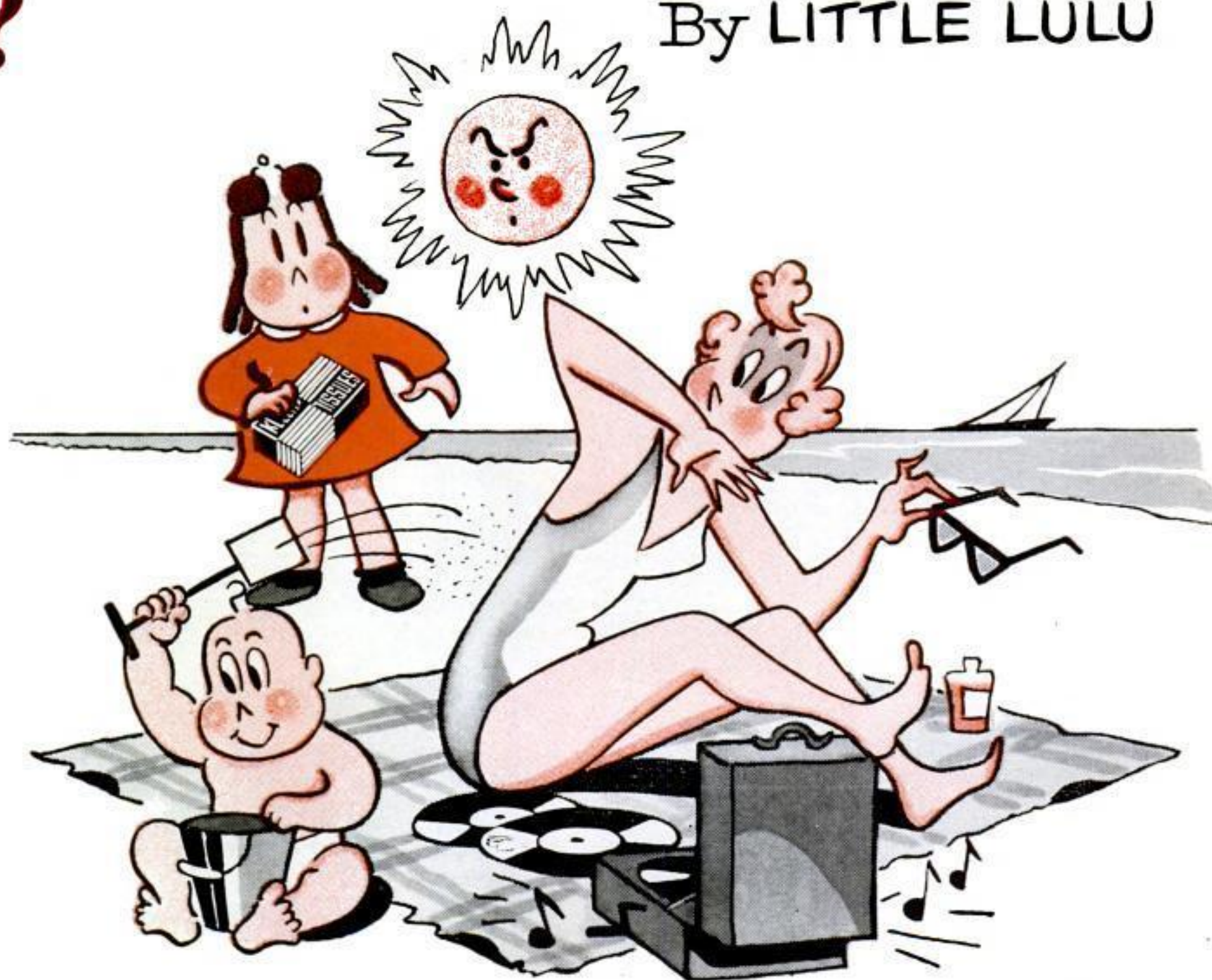
This marks the greatest of Champion's 24 Indianapolis victories. Every car in the race used Champions—the first time in Indianapolis Race history that drivers, mechanics and owners of the thirty-three starting cars have been unanimous in their choice of spark plugs. Here's how their judgment paid off—**NOT ONE CHAMPION SPARK PLUG WAS REPLACED DURING THE ENTIRE RACE!** A great tribute to Champion dependability and performance and further proof that Champions will make any car, including yours, run better—last longer. **CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO**

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By LITTLE LULU

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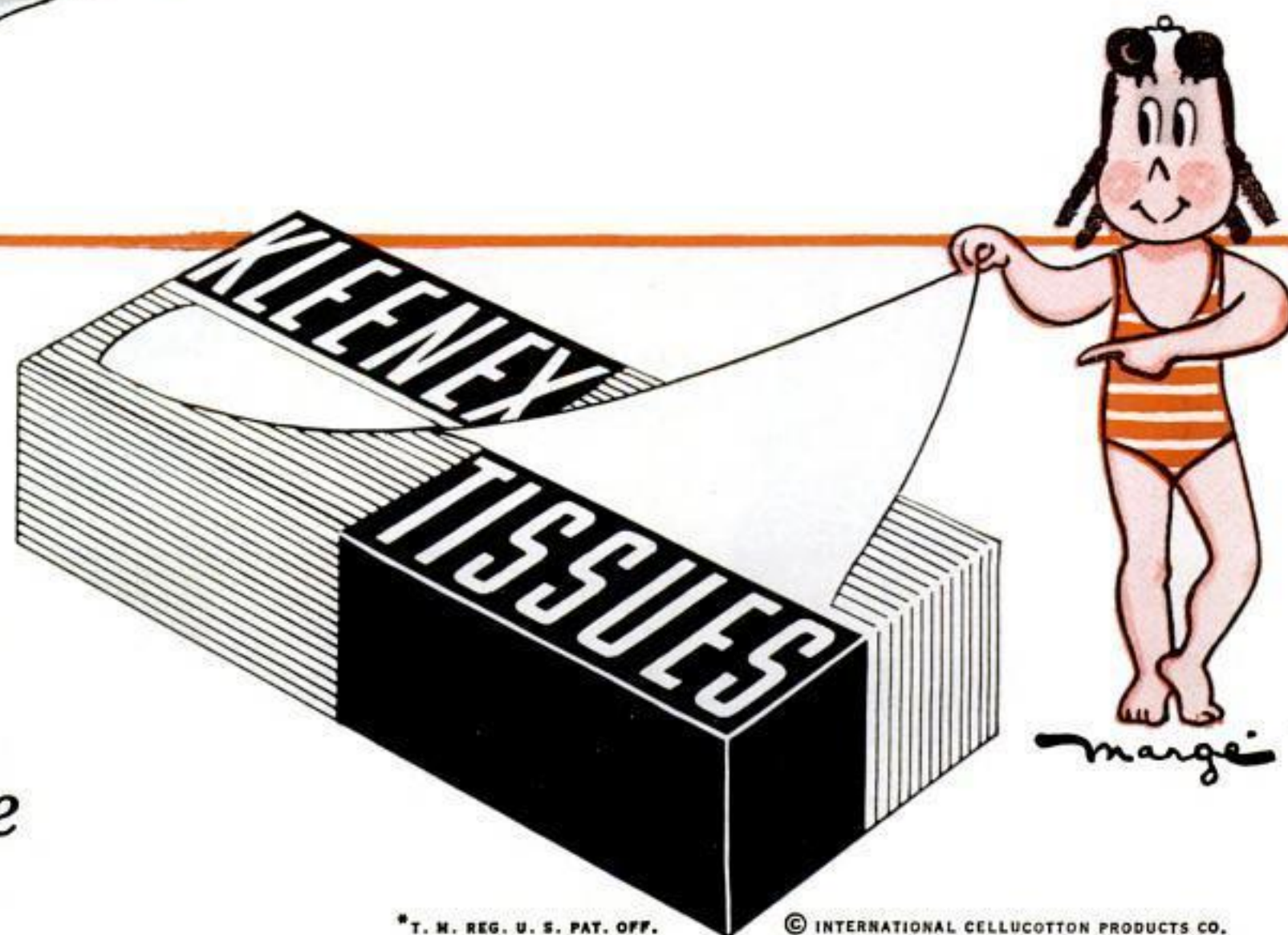


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A HAMLET ENIGMA AT ELSINORE

Fabled castle is beautiful setting for Shakespeare manuscript search

Photographed for LIFE by WILLIAM W. VANDIVERT

"'Tis now the very witching time of night," wrote Shakespeare in *Hamlet*, conjuring up the spired silhouette of Elsinore castle towering above chill moonlit swells. Perhaps, as he penned these words, Shakespeare saw the castle only with a poet's eye. But perhaps he described an actual, remembered scene. Whether the playwright ever beheld Elsinore is one of the mysteries in which his life and works abound. Scholars know that some members of a theatrical group for which Shakespeare acted were at the castle in 1586, yet his name is not listed with theirs. At that time, however, he would have been, at most, a humble bit player whose presence

might well have gone unnoticed. But now another enigma has been added, relating Shakespeare to Elsinore, scene of his beloved *Hamlet*.

The new mystery arose from the startling proposition put forward by Ib Melchior, an amateur cryptanalyst, that Shakespeare had buried a manuscript of *Hamlet* in Hamlet's castle. This information, he believed, was contained in the cipher hidden in the inscription on the poet's grave—a cipher whose solution Melchior had sought for many years (pp. 88-92).

Late this June, with the consent of Danish authorities, he set out to explore the beautiful castle and his theory.



WHERE A TRAGEDY WAS SET



TRUMPETER'S TOWER (above), with St. George galloping at top, dominates castle with its gay interplay of spires, cupolas and gables. In Act V as the duel between Hamlet and Laertes is about to begin, King Claudius shouts, "And let the kettle to the trumpet speak, The trumpet to the cannoneer without."

Through the main portal of Elsinore a visitor today moves on into the courts and corridors where young Shakespeare may once have wandered, noting the scenes he later described in *Hamlet*, and into the tunnels and dungeons (following pages) where this summer the searchers went after the supposed *Hamlet* manuscript. If he did visit there, Shakespeare came after the castle had been remodeled from a grim old fortress into a stylish Renaissance palace. The historical Hamlet on whom he based his play never saw Elsinore, for according to legend he lived centuries before it was built. The first castle at Elsinore was constructed about 1420. Properly the castle is called Kronborg, though Shakespeare's name persists.

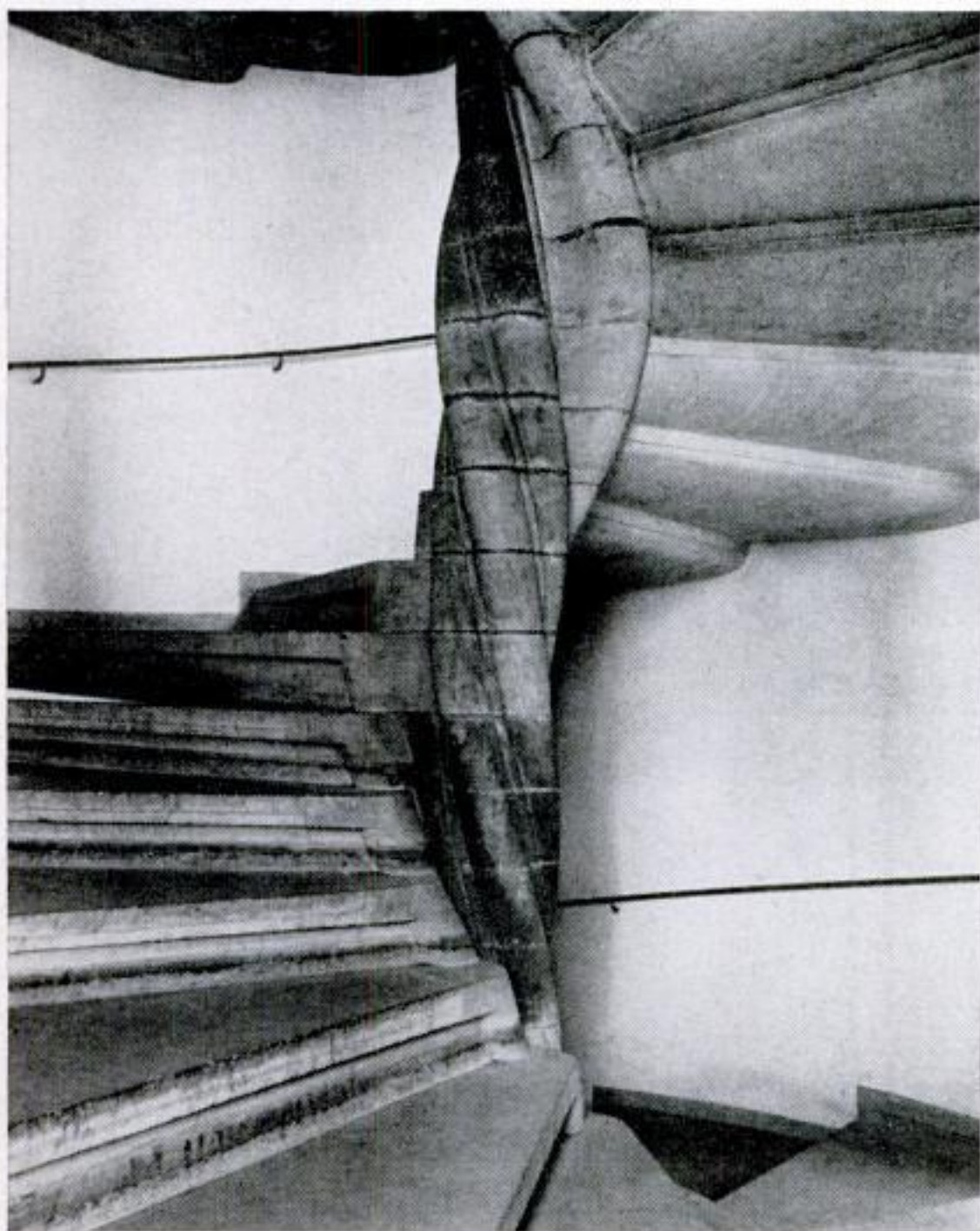
"WELCOME TO ELSINORE," says Hamlet to the courtiers Rosencrantz and Guildenstern in Act II. This main portal (below), which includes statues of classical figures, looks into cobbled courtyard where presentations of *Hamlet* are now given each year by such actors as Laurence Olivier and Richard Burton.





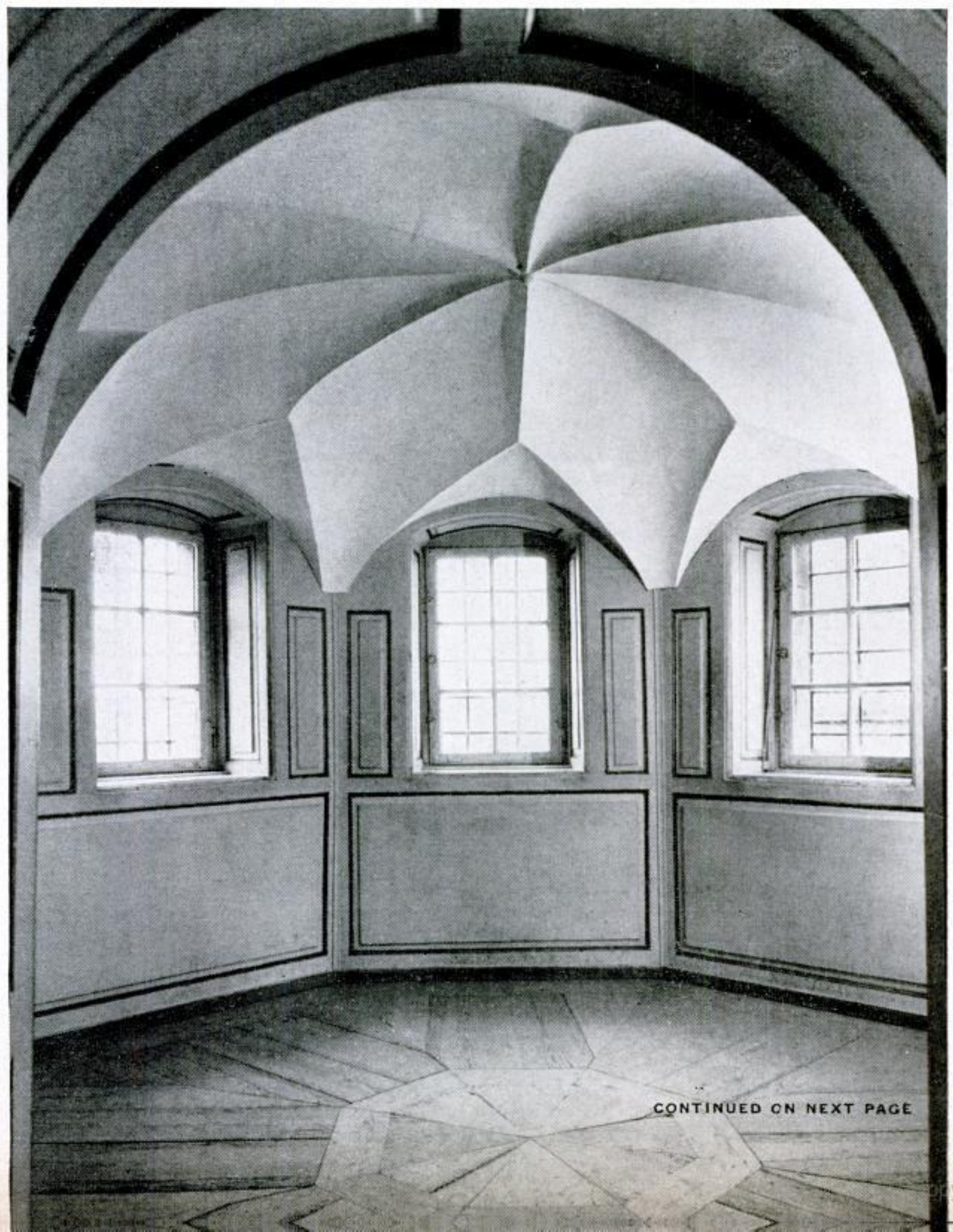
KING'S APARTMENT, on second floor of the castle, has paintings and decorative designs inlaid in the ceiling. In Act III Guildenstern says to Hamlet,

"The king, sir . . . is in his retirement marvellous distempered." The last actual Danish king to live at Elsinore was Christian IV, who died in 1648.

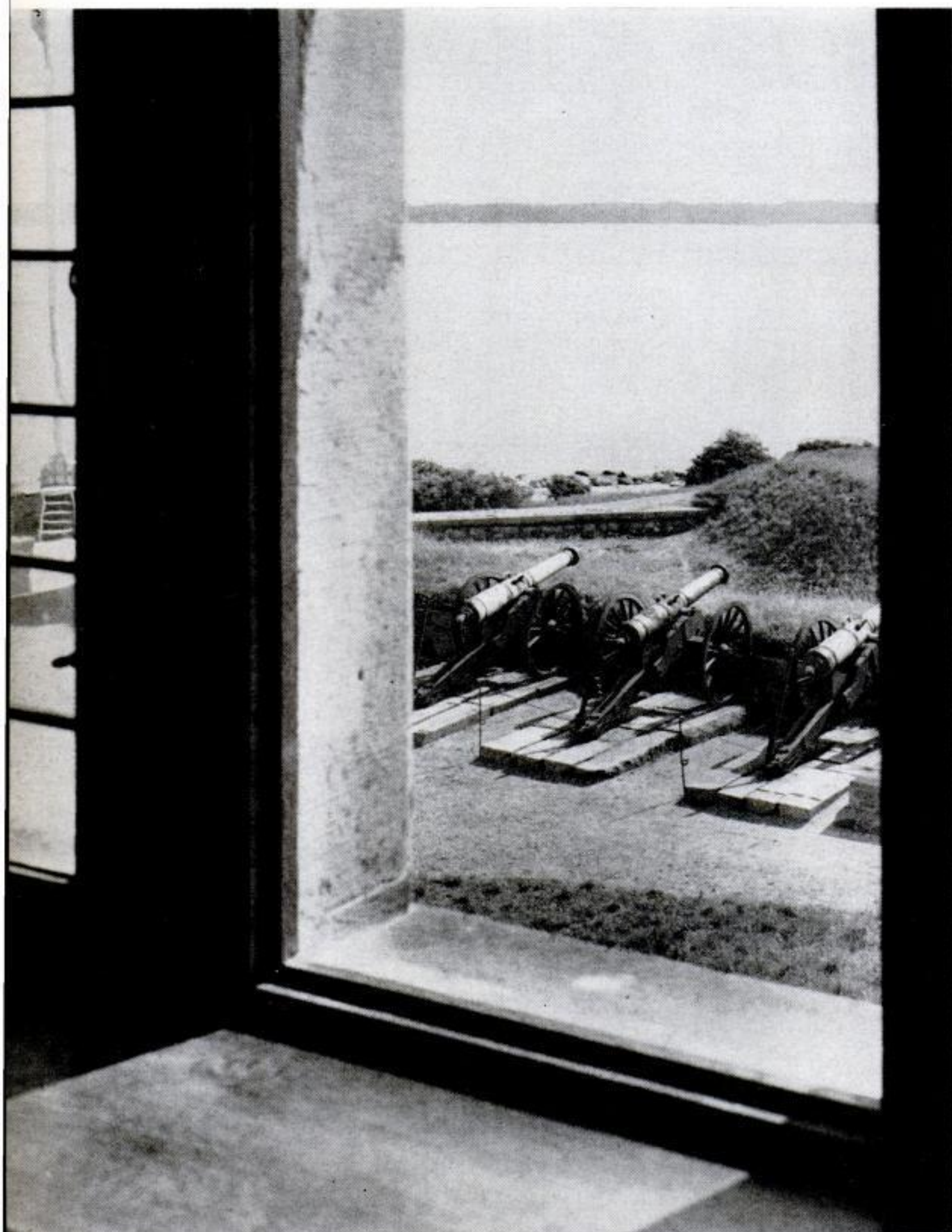


SPIRAL STAIRCASE was favorite device of northern Renaissance architecture. In Act IV, talking to king about Polonius whom he has killed, Hamlet says, "if you find him not within this month, you shall nose him as you go up the stairs."

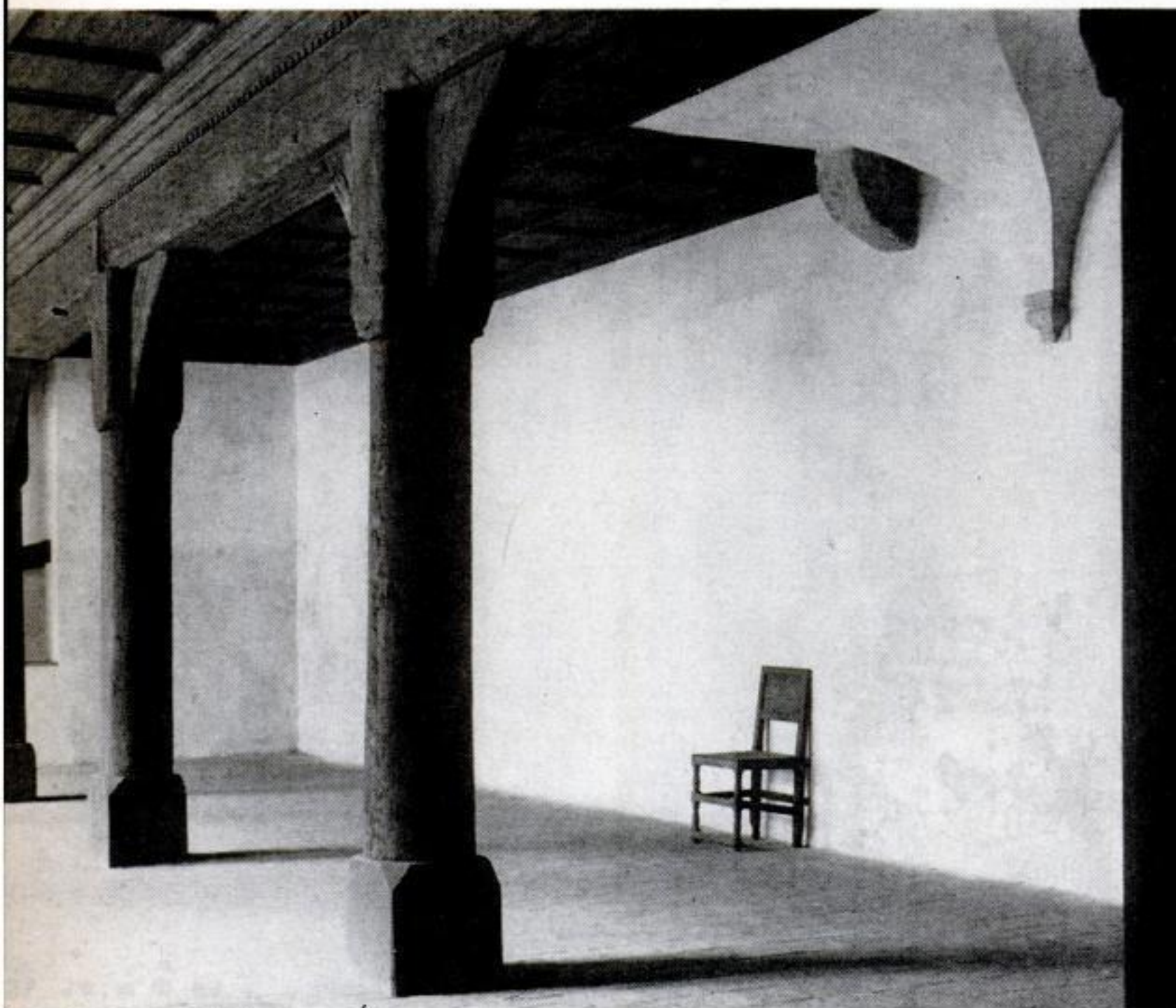
QUEEN'S CLOSET is a small corner room off the queen's apartment. In Act III, Rosencrantz tells Hamlet that the queen "desires to speak with you in her closet ere you go to bed." Hamlet goes to the closet and there stabs Polonius to death.



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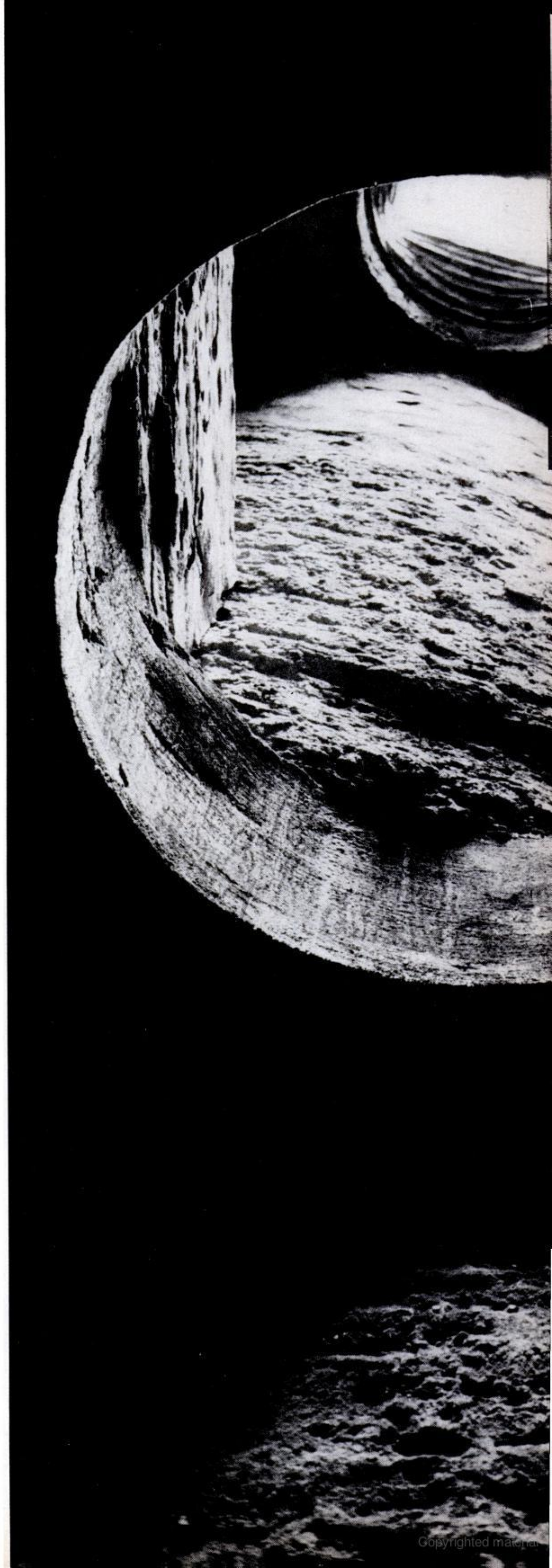


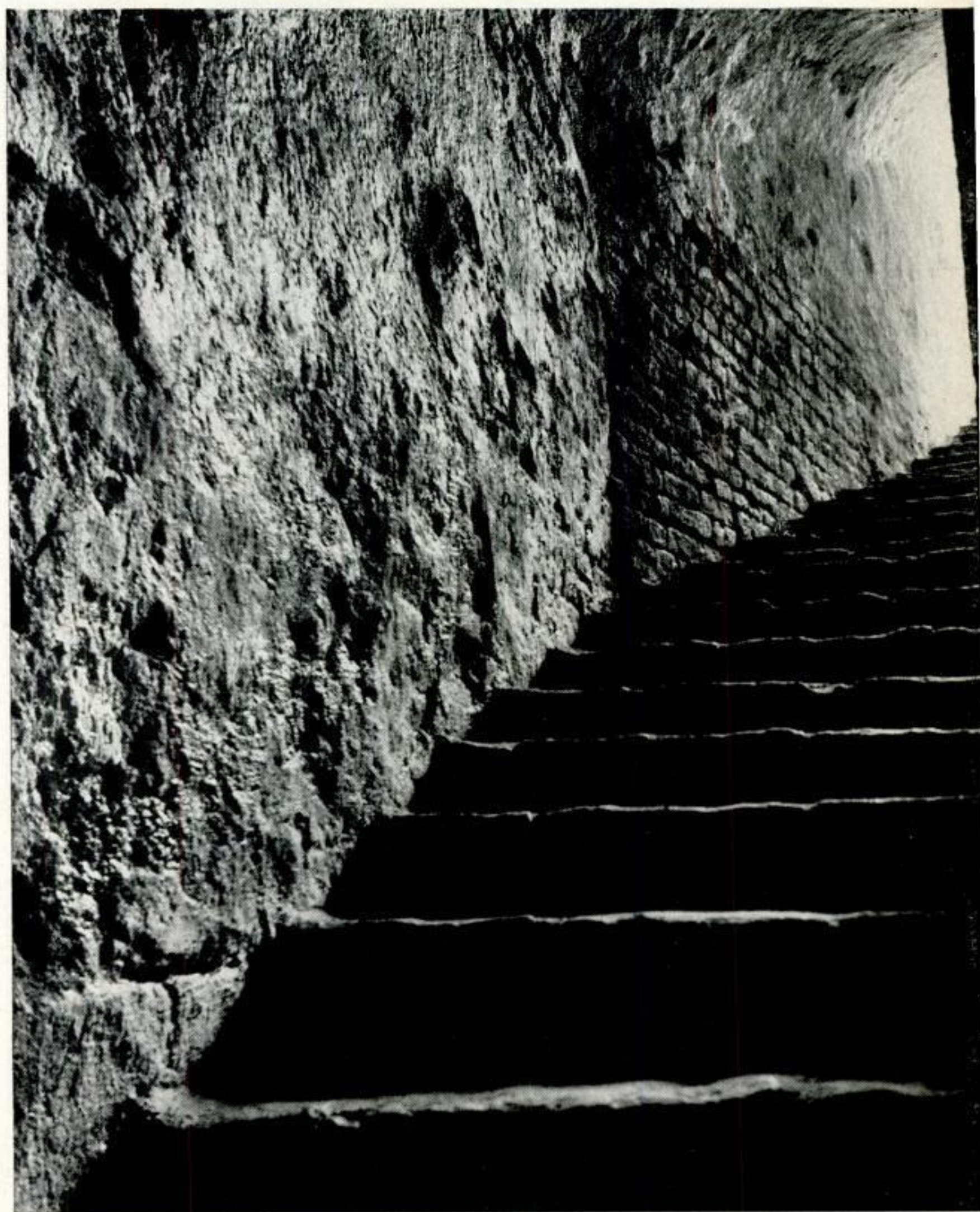
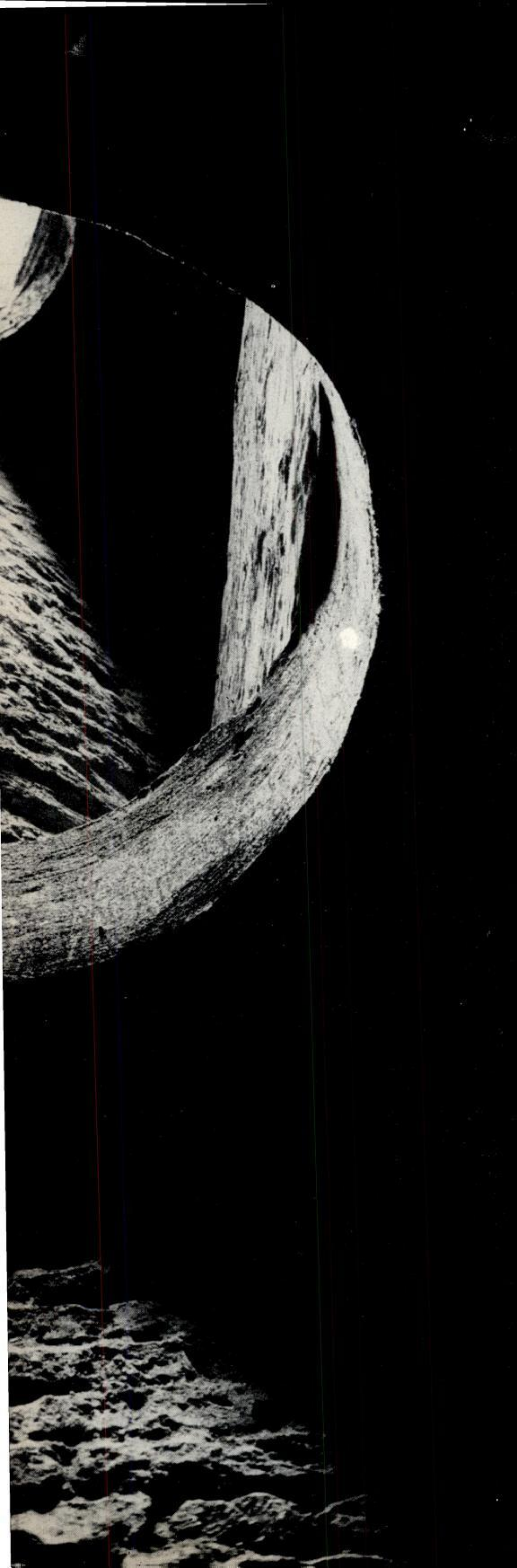
THE RAMPARTS of Elsinore look across sound to coast of Sweden about three miles away. It was on battlements like these Hamlet first saw his father's ghost.



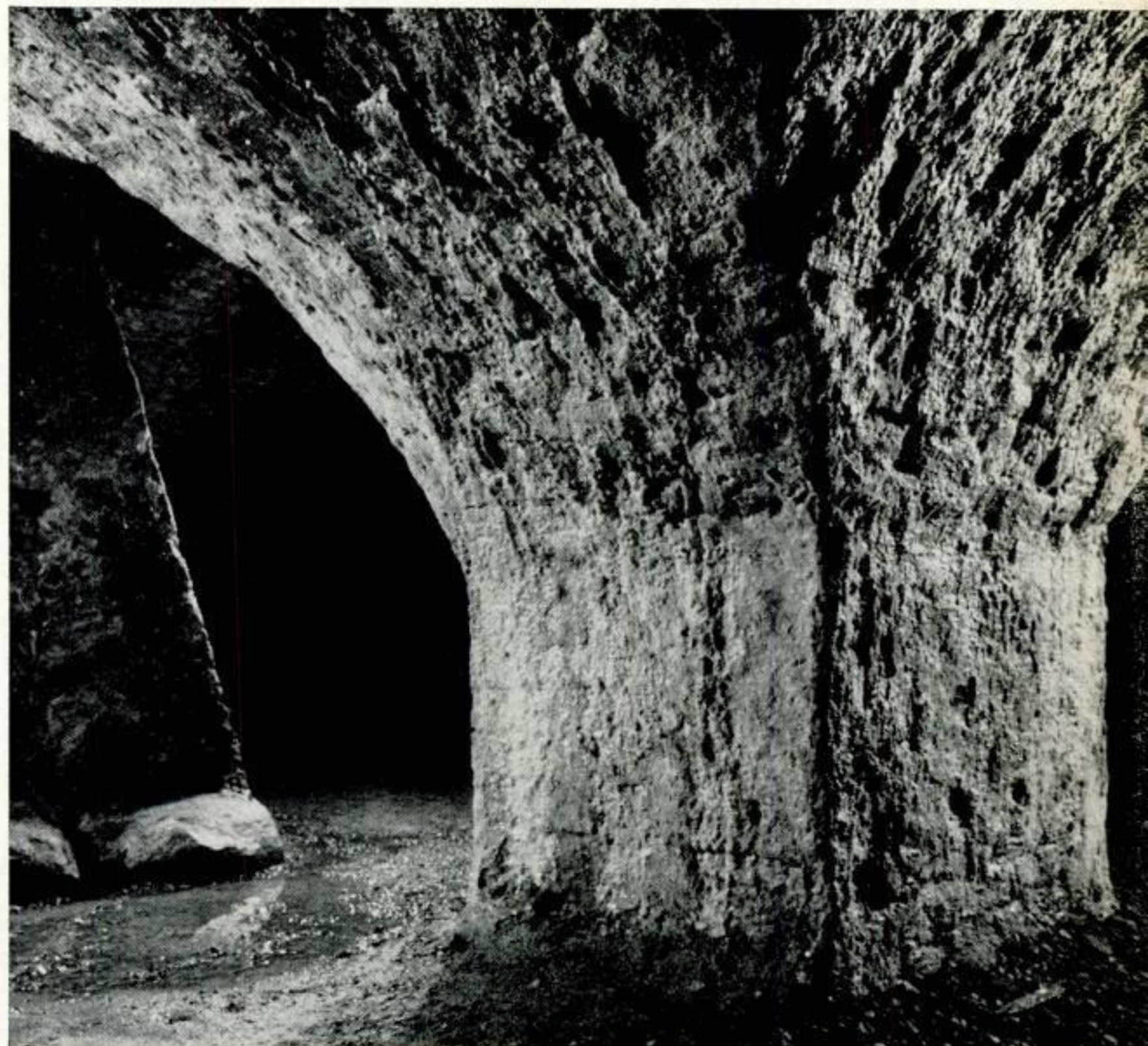
OLD CHAPEL with wooden pillars was covered with plaster and stone when Frederick II built the second castle. It has since been restored to original form.

IN THE LOWEST LEVEL of dungeons, where Melchior's search took him, a feeble light trickles down an opening. Here the common prisoners were kept. →

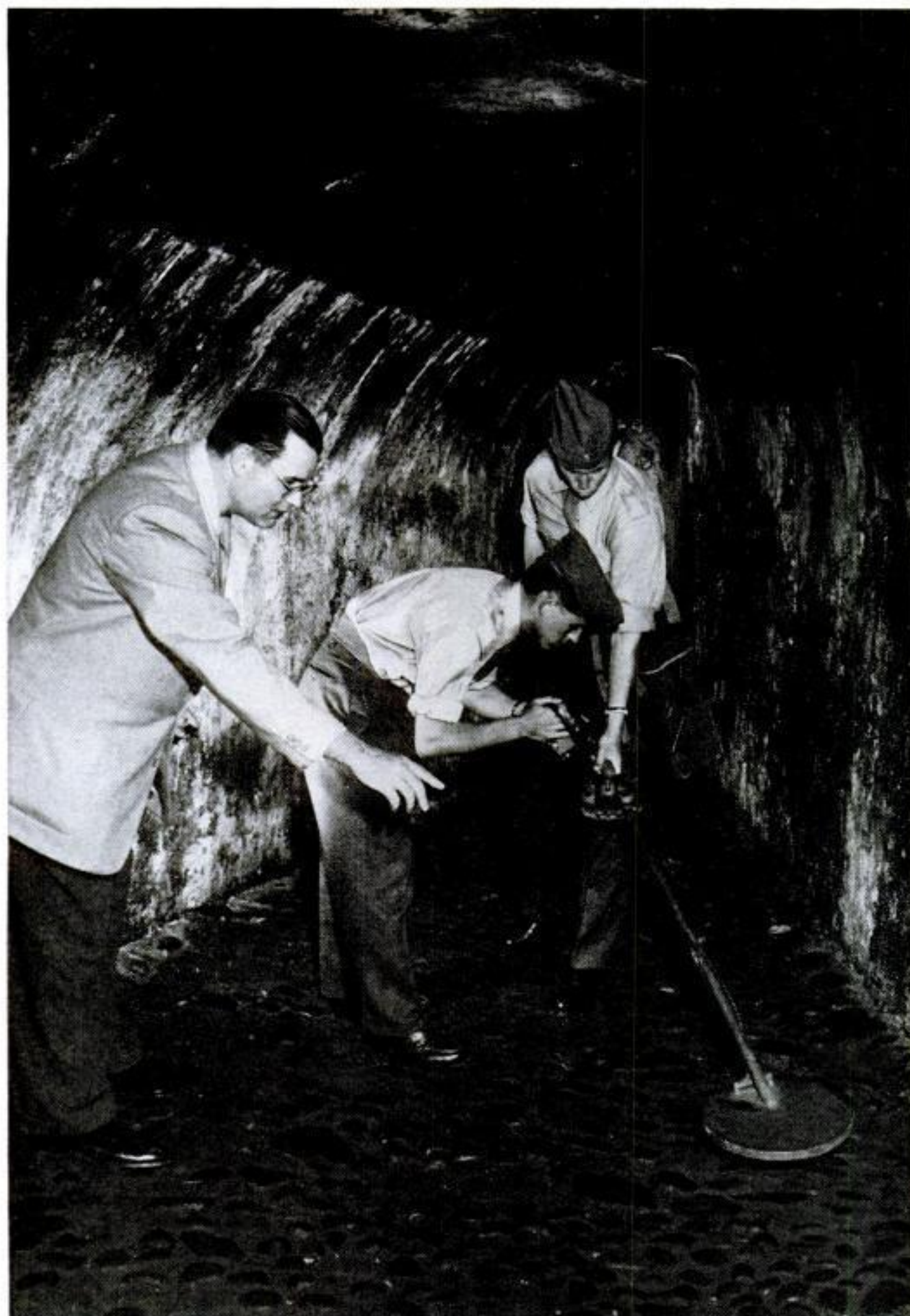




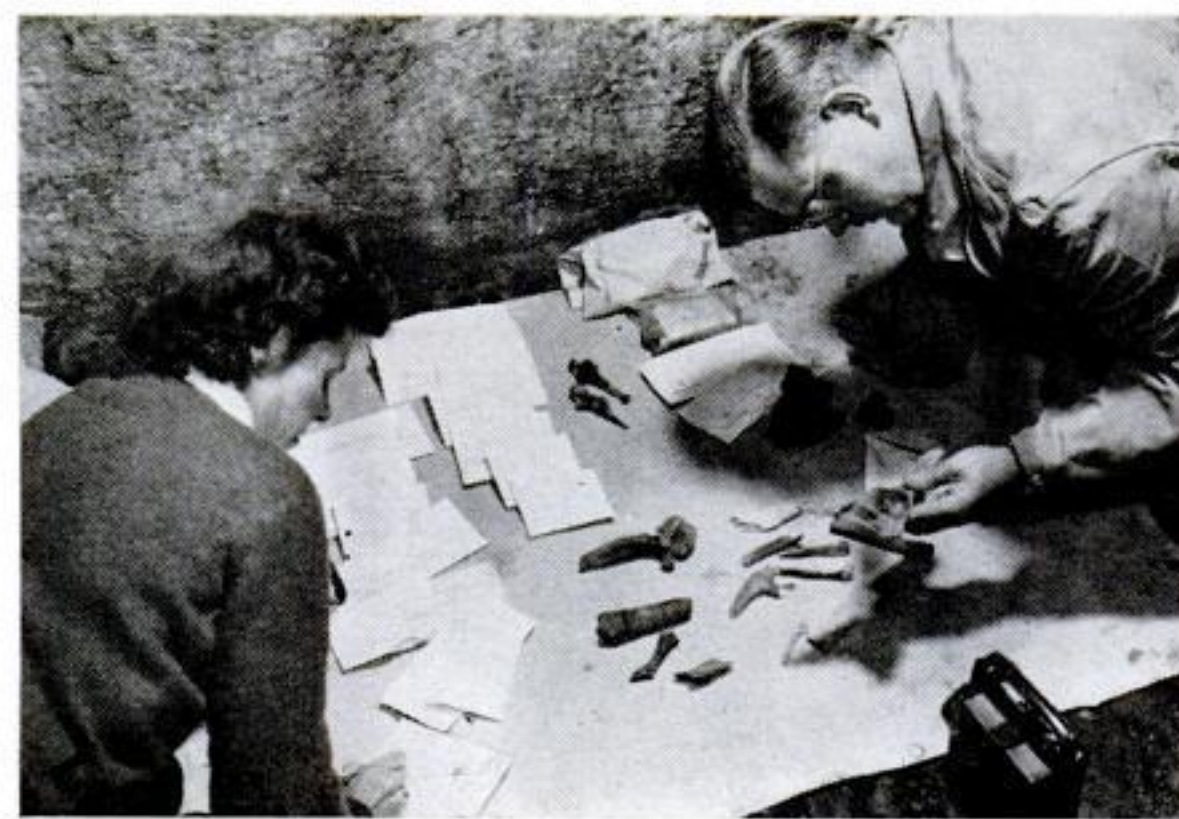
A CRUDE PASSAGEWAY opening outside castle leads down to one of deepest underground areas, once probably used as a foundry or ammunition storage room.



DANK TUNNEL leading to the torture chambers is spotted with pools of water seeping down. Huge supporting arch is heavily encrusted with mineral deposits.



MINE DETECTOR was used by Danish soldiers, with Melchior (*left*) directing, in hope of picking up metal box in which manuscript might have been hidden.



THE "TREASURE," examined by Melchior and associate, included bones, iron, puzzling fibrous material, here packed in envelopes.

WHERE SEARCHERS PROBED

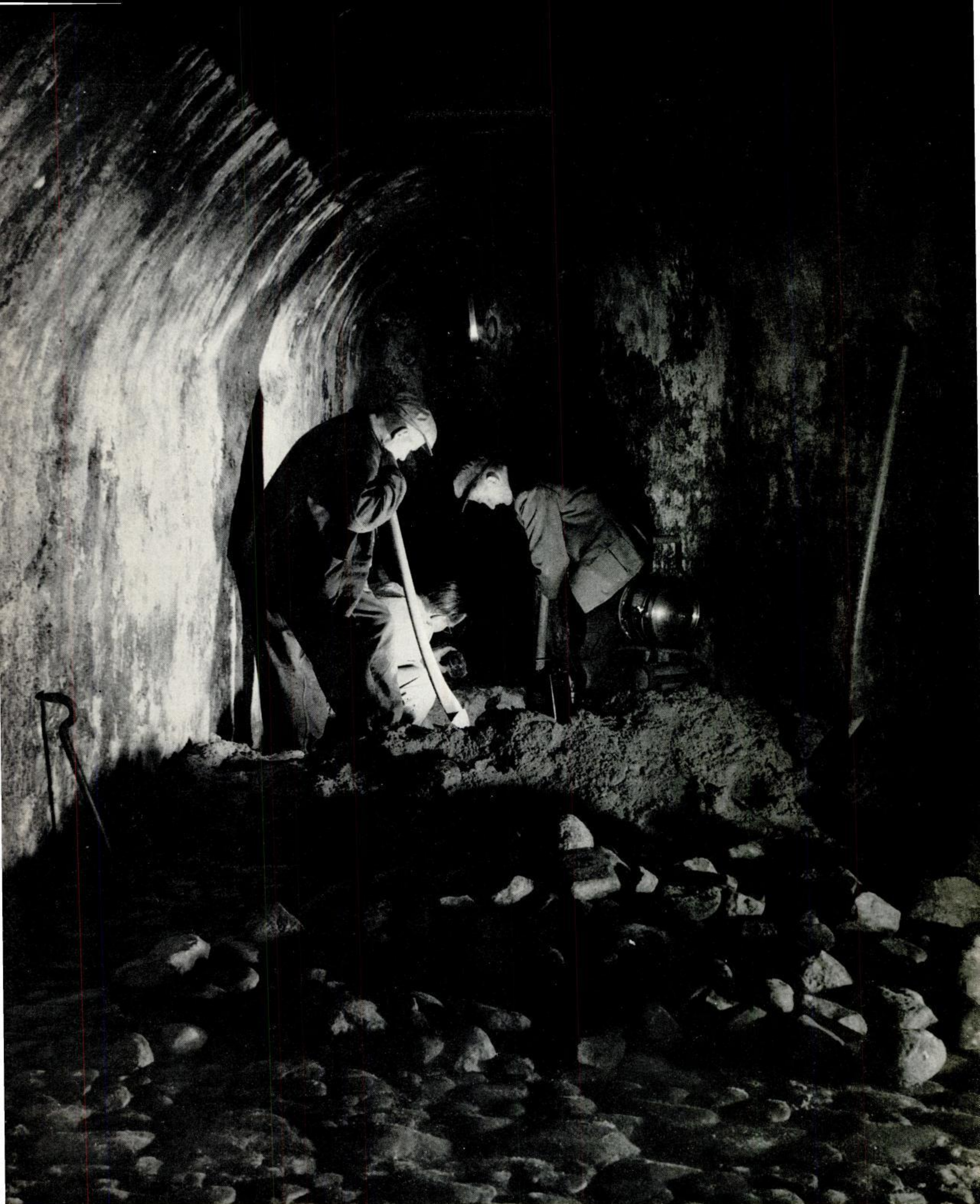
Under Elsinore, Melchior sought two wedge-shaped cells, where, by legend, iron grills of increasingly narrow width were used to force the prisoner back into the tip until he stood pinned to the wall. For the decipherment of Shakespeare's epitaph read, "Elsinore laid [in] wedge first Hamlet edition." After hours of digging one worker struck a box-shaped mass of fibrous material surrounded by clay and filled with sand.

In great excitement Melchior brought the material to New York. There it was analyzed as eelgrass, a substance still used in certain European countries to pack fragile objects. But Melchior was left with his mystery, for there is no way of telling whether that "packing," if such it was, ever contained the "lost" *Hamlet* or whether the manuscript, if ever it lay in Elsinore, is not perhaps still hidden in some wholly unsuspected spot.



PURE SAND shows treasure hunters have gone under stone foundation right down to salt water. Melchior dubbed his helpers First and Second Gravediggers.





← **WEDGE-SHAPED CELL**, scanned by mine detector, had bits of iron and rust buried at regular intervals across it, corroborating the legend of receding grills.

END OF THE HUNT comes as workers root among the last stones of second cell. Here Melchior drops to his knees to examine a bone that was uncovered.

"Why do we scratch
when we don't have fleas?"



Sergeant's stops scratching quickly!

Scratching doesn't always mean fleas. Fungus and lice also cause itching. Knock out these pests—and fleas, too—with Sergeant's new **SKIP-FLEA SCRATCH** Powder.

A new anti-scratch ingredient has been added so that now this one remarkable powder kills fleas, lice, checks fungus and deodorizes! A good bath with Sergeant's **SKIP-FLEA** Soap or new **SKIP-FLEA** Shampoo, followed by regular dustings with **Skip-Flea Scratch** Powder, ends all these scratching problems.

Buy these safe, easy-to-use Sergeant's products at drug and pet counters everywhere. You'll find a

complete line of Sergeant's dog care products to keep your dog clean, healthy, worm-free, too. Veterinarian tested, Sergeant's has been relied on for 77 years by millions of dog-owners.

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Life at both ends of the leash is happier when you use . . .

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Richmond 20, Virginia

Good Friend for Iesus SAKE forbear
To digg TE Duft EndoAsed HE.Re.
Blefe be TE Man T spares TEs Stones
And curst, be He T moves my Bones

SHAKESPEARE'S TOMBSTONE, some scholars say, first bore quatrain in this form. On present stone verse is in capitals.

MY SOLUTION OF THE CIPHER

Cryptanalysis interprets the inscription

by IB MELCHIOR

The curious Elizabethan inscription on the tombstone shown at the top of this page has intrigued many people. I myself became so fascinated by it that it led me to make a trip to Elsinore Castle to carry out the investigation described on the preceding pages.

It is generally believed that Shakespeare himself composed the strange verse and gave instructions for its carving a little before his death. The odd mixture of capital and lower-case letters—apparently specified by Shakespeare—has for years led cryptanalysts and scholars to seek a hidden message in it. My own study of the inscription came about quite naturally. I have long admired the works of Shakespeare and my training in cryptography and cryptanalysis with the OSS during World War II gave me the technical knowledge I needed to try to discover a secret message in the verse. I worked on it for seven years in my spare time.

My first problem in examining the inscription was to determine the kind of cryptogram (that is, the type of "secret language") that might be involved. I decided that I was dealing with a combination of two ciphers: a concealment cipher and a substitution cipher. In a concealment cipher the secret message is so hidden that a reader does not suspect its presence and the wording makes good sense as it stands. In a substitution cipher the letters of the clear text are replaced with substitutes or with special symbols such as numerals and picture signs. These two kinds of secret writing, used in combination, are known to have been popular in the early 17th Century and it could be assumed that Shakespeare would know about them.

Why would Shakespeare wish to leave a secret message? It seemed reasonable to me to suppose that he might want to leave for posterity a statement about his writings. And what might he say about his writings? Although William Shakespeare was extremely prolific, not a single line of his works in his own hand has been discovered. Could he have left a clue to the whereabouts of a manuscript?

In cryptanalysis you usually start by figuring out a series of words which might reasonably be hidden in the text. You try one and if it does not work you keep trying until one produces results. The Baconians, who insist the works of Shakespeare were actually written by Sir Francis Bacon, looked for "Bacon" as their probable word. High on my list was *Hamlet*, which Shakespeare seems to have considered his favorite play.

After I made many trips down blind alleys in search of the concealed substitution cipher, it struck me that the tombstone inscription's seemingly senseless use of capitals and lower-case letters was a variation of the "bilateral cipher" used in Shakespeare's day. This cipher makes use of two different type fonts (roman and italic, for instance) in setting up a text and it assigns to each alphabet letter of the concealed message a certain combination of these two fonts. The use of capitals and lower-case letters, rather than type fonts, seemed to me a logical application of this system to stone carving.

By separating these two types of letters into groups and writing down the number of letters contained in each consecutive group

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No need to bleach!
Use New Old Dutch
The whitening "peach"!**

When New Old Dutch Cleanser turns gold . . . it disinfects and deodorizes, too!

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GOT YOU HOPPING?
GETS-IT LIQUID CORN REMOVER
Special formula actually dissolves even toughest corns... painlessly, as you walk.
PAINLESS—NOTHING FASTER

At home or away Always Carry

TUMS
FOR THE TUMMY
America's No. 1 "on-the-spot" relief for
ACID INDIGESTION • HEARTBURN
10¢ A HANDY ROLL

CONTINUED ON PAGE 90

Doubting Thomas



THIS MAN is a manufacturer of women's dresses. He is also a Doubting Thomas. When we told him there *really is* a zipper constructed to prevent sticking, catching, and jamming, he said "show me." So we showed him—Conmatic. We *proved* to him that Conmatic is as easy to operate as any conventional zipper, with no tricky gadgets or involved instructions to worry about. Today D. Thomas has lost all his doubts. And although Conmatic is still very new, every day more and more manufacturers of dresses, children's wear, and sportswear are finding

out that Conmatic *prevents* zipper trouble before it starts. And women who sew will soon be able to buy it in stores throughout the country. This remarkable new zipper is made by Conmar Products Corporation of Newark, N. J. Remember its name—and the name to ask for—

Conmatic

COMING SOON! CONMATIC ZIPPERS FOR HOME SEWERS

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... and see!

With an open bottle and open mind—judge this different "light-hearted" ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it "light" as the smoothest beer, yet "heartly" as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!



CARLING'S
Red Cap **ALE**

© CARLING BREWING COMPANY, CLEVELAND, OHIO

HAMLET ENIGMA CONTINUED

(first one capital, then three lower-case letters, then one capital, seven lower-case letters and so on) I arrived at the following:

Good Frend for Iesus SAKE forbear
1 3 1 7 1 4 4 8

To diGG T-E Dust EncloAsed HE.Re.
1 3 6 3 1 4 1 3 3 1

Blese be T-E Man T Y spares T-Es Stones
1 6 4 2 2 6 3 1 1 5

And curst, be He T Y moves my Bones
1 9 11 2 7 1 4

Of the 36 units in my cryptogram the number 1 was represented 14 times. In English the letter E is by far the leading letter on the frequency scale, so I assigned to number 1 the letter E.

After discarding pages of probable words I finally began working with the word HAMLET. This is a six-letter word with all letters different. So I had to find six different numerals in succession, the fifth being 1 for E. There was none but in the second half of the third line I did find a sequence of six with a doubled one—2,6,3,1,1,5. Now I remembered that Hamlet actually lived in Denmark around the year 600 A.D., according to the saga set down by a Danish historian in the year 1200. In this account, which might have been seen by Shakespeare, the name of the Danish prince is Amleth, or sometimes Amlet—five letters!

Now I could fit my first word into the cryptogram, recognizing one E as a device called a null, which is an extra letter added to a word in a cipher to cause confusion. I could now match letters and numerals: 2 and A, 6 and M, 3 and L, 1 and E, 5 and T. My next step was to fill in the known letters everywhere they occurred. A word almost jumped at me from the first line, for by supplying values to three more numbers—S to 7, N to 4, R to 8 you have the word ELESNNRE or, allowing for spelling of the period, Elsenore. Hamlet's home was, of course, the castle of Elsinore. Its spelling in the clear message is definitely Elizabethan. I knew that letters often were doubled unnecessarily and that there was no uniformity about Elizabethan spelling.

The last line deciphered to EDEEASEN. With AMLEET preceding it, this came out AMLEET EDEEASEN which could be interpreted as "Hamlet edition." Separating "Hamlet" from "Elsinore," however, there was still gibberish. I found that the section which made no sense stood between the only peculiarly combined T-E words in the inscription. At this point a common cipher device had probably been employed: an alphabet change had been made, with the two T-E words signifying the beginning and the end of a second alphabet. Assuming the T-Es were change symbols, I had to revise the cryptogram where they occurred.

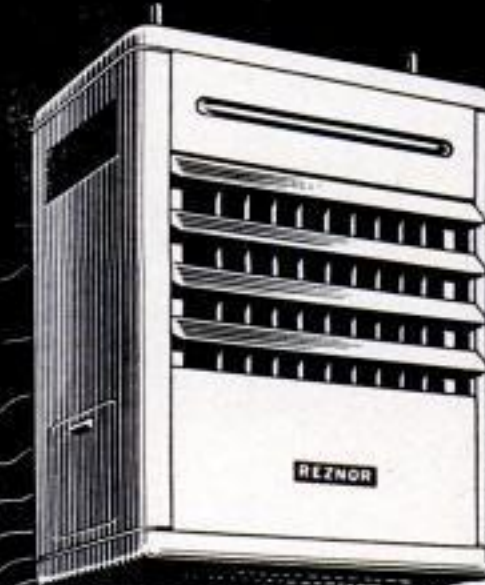
To diGG T-E Dust EncloAsed HE.Re.
1 3 2 change symbol 1 3 1 4 1 3 2 1 1
E L A E D E W E D G E E

Blese be T-E Man
1 6 change symbol 1 2
E R E A

As you will see in the chart the word ELESNNRE was followed in the second line of the inscription by the letters LA (three lower-case letters, "odi," and two capital Gs) and the word Amleth was preceded by the letters EA (one capital letter M and two lower-case letters, "an"). To construct the second alphabet, I kept number 1 as E since it again was the highest in the frequency count and probably represented the constant. Starting after the change symbol is a single capital (D in *dust*); thus I had an E, followed by three lower-case letters (ust) then another single capital for another E. I fitted my second alphabet group in between the letter pairs LA and EA and then decided the first word could be the Elizabethan LAEDE, or "laid." Now I was tantalized by the message, "Elsinore laid something something Hamlet edition."

In the original breakdown shown in the chart on this page, the

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CONTINUED ON PAGE 92

hi!

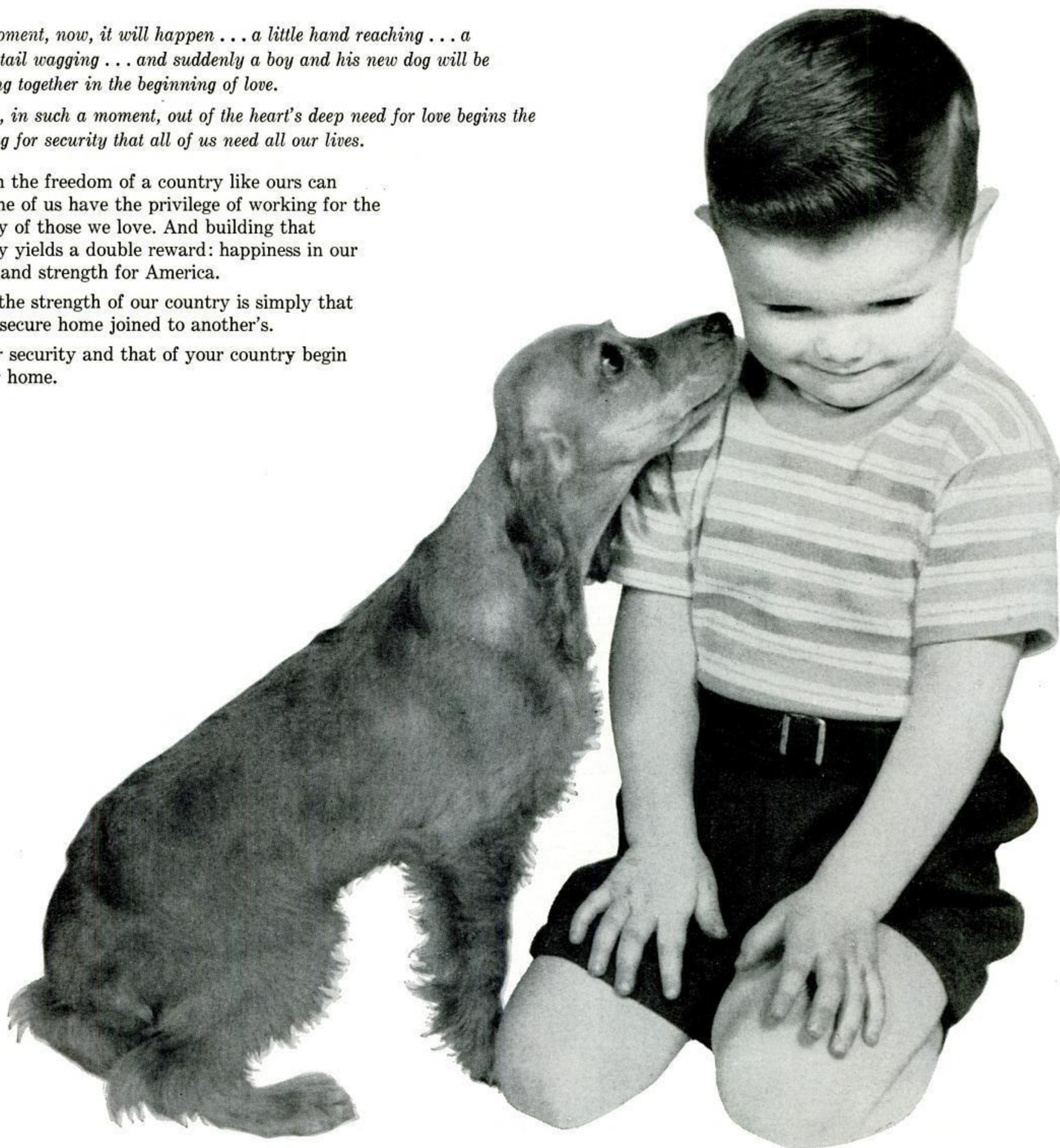
Any moment, now, it will happen . . . a little hand reaching . . . a puppy-tail wagging . . . and suddenly a boy and his new dog will be tumbling together in the beginning of love.

Here, in such a moment, out of the heart's deep need for love begins the reaching for security that all of us need all our lives.

Only in the freedom of a country like ours can each one of us have the privilege of working for the security of those we love. And building that security yields a double reward: happiness in our homes and strength for America.

For the strength of our country is simply that of one secure home joined to another's.

Your security and that of your country begin in your home.



Saving for security is easy! Read every word—now!

If you've tried to save and failed, chances are it was because you didn't have a *plan*. Well, here's a savings system that really works—the Payroll Savings Plan for investing in U.S. Savings Bonds. This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a pay-day, or as much as you wish. That money will be set aside for you before you even draw your pay. And

automatically invested in Series "E" U.S. Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30. If you can save as much as \$18.75 a week, 9 years and 8 months will bring you \$10,700!

Series "E" Bonds earn interest at an average of 3% per year, compounded semiannually, when held to

maturity! And they can go on earning interest for as long as 19 years and 8 months if you wish, giving you a return of 80% on your original investment!

Eight million working men and women are building their security with the Payroll Savings Plan. For your sake, and your family's, too, how about signing up today? If you are self-employed, ask your banker about the Bond-A-Month Plan.



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BRONKS, men's, boys', women's, girls', are a specialty of Oshkosh B'Gosh, famous for over a half century as makers of
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HAMLET ENIGMA CONTINUED

cipher group following LAEDE read: 4 - 1 - 3 - 3 - 1 - 1 - 6 or, using question marks for unknowns, ?EDDE?EA. Two doubles were too much so I split the double E, making the word ?EDDE. The letter group representing the second D was made up of the three capitals in HE.RE. One thing was puzzling. Why the unnecessary period sign after HE in the middle of the word? Does it mean the group of 3 should be read as 2-1? Elsinore itself gave me the answer. In its deepest dungeons is a cell called the "wedge." If we say 4 is W and change the 3 group (HE.R) to 2-1 and say 2 is G, we have the word wedge and most of the second alphabet.

But this must be confirmed. There must be a relationship between alphabet #1 and #2, or the decrypting would not be valid.

As shown in chart below, in my first alphabet 3 represented L; in the second, 3 represented D. In my first alphabet 4 represented N; in the second, 4 represented W. The letter E was accepted as the constant and as number 1. Thus any change would begin with the numeral 2. I realized that between L and D there are seven letters going "up" in the alphabet (L K J I H G F E D), and between N and W there are eight letters going "down" (N O P Q R S T U V W). In cryptanalysis this could mean an alternate, progressive change of numeral value. Since the highest numeral to occur between the change symbols was 6 and the number 1 was the known constant, I needed to find correlating letters for only 5 numerals. What did this mean? The highest change number encountered was 8 (between N and W) and acting on the fact that there were only 5 letters to be changed, I then knew the lowest change number must be 4 (4, 5, 6, 7, 8=5 letters). From these conclusions I was able to work out this chart:

Cryptogram	1	2	3	4	5	6
Alphabet 1	E	A	L	N	T	M
Change Number	0	5	7	8	6	4
Direction		up	down	up	down	up
Alphabet 2	E	G	D	W	M	R

This gave me the value R for the number 6, forming the word ERE—the old form of "before," or first.

Finally, using the indicated alphabet change and deciphering the entire cryptogram, the clear message reads:

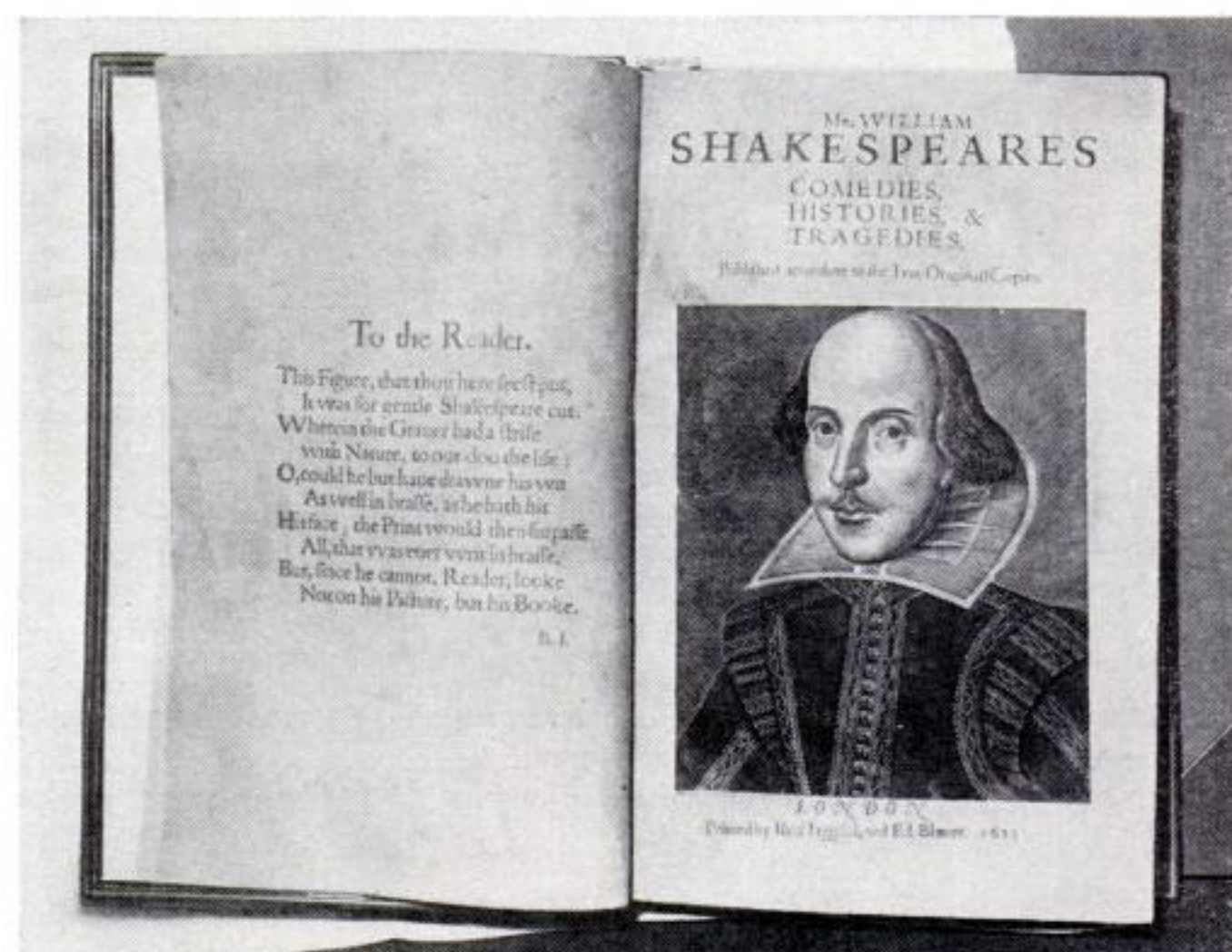
ELESENRE LAEDE WEDGE EERE AAMLEET EDEEASEN

Take away the obvious nulls and you read:

Elsinore laid wedge first Hamlet edition

When this decipherment was finished, it was examined by several of America's foremost cryptanalysts, among them David Shulman, former president of the New York Cipher Society and wartime cryptanalyst in the Military Intelligence of the U.S. Army Signal Corps. Mr. Shulman wrote, "I have arrived at the conclusion that this particular system of encipherment is quite valid, that the method of decipherment is good cryptanalysis, and that the textual solution accords with logical reasoning."

And so I went to Elsinore to see.



"HAMLET" TEXT was included in the First Shakespeare Folio published in 1623, seven years after dramatist's death. Almost 200 are still in existence.



Maybe the reason more children eat Jell-O Puddings than any other kind is because they taste so good.

Maybe the reason more mothers serve them is because they're so nourishing . . . and so easy to fix.

Maybe you ought to try some!



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Highland

BONNIE 'BRIGADOON'

To create a wee bit o' Scotland for the film version of the stage hit, *Brigadoon*, M-G-M had to construct indoors one of Hollywood's biggest, fanciest outdoor sets. Rolling moors, sturdy enough to support a troupe of Highland fling dancers, were planted with heather (California sage sprayed with lavender paint). Low-lying Scottish mists were made with dry ice, more buoyant fogs with vaporized oil. Clumps of huge plastic trees were rigged with live foliage, and a 75-foot stream was tuned up to gurgle musically through the glens. Hollywood and outlying areas were combed for bagpipers, who had to be taught to read music because most bagpipers play by ear. Their cacophony was

A MAN HUNT IN A MACHINE-MADE MIST COMES



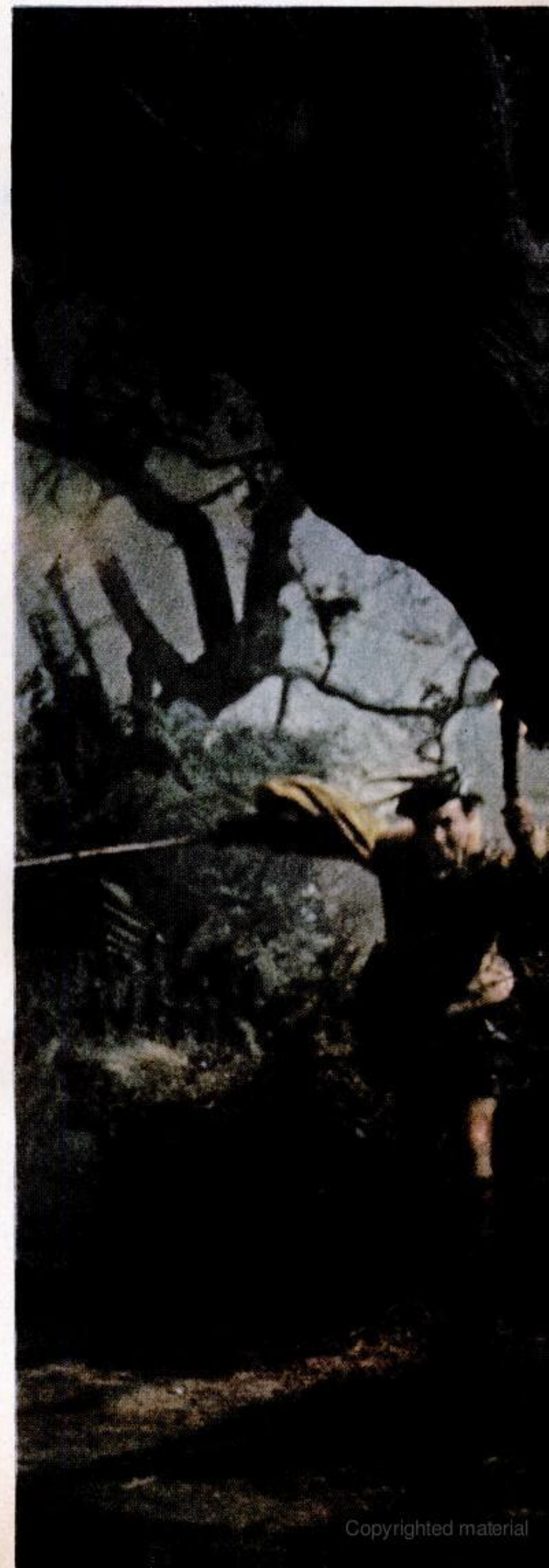
LIMBER LASSES trip to the tune of *Down on MacConnachy Square* when the legendary village of

Brigadoon returns to life after vanishing for 100 years. Whole thatched roof town was built in studio.



LOVE-SMITTEN HERO (Gene Kelly) sings to long-horned cow of his new romance. Kelly, scared

of cow on set, had it chained to ground, blindfolded with gimmick to which plastic eyes were attached.



Flingding

HAS MOORS INDOORS

recorded outdoors so it would sound suitably over-the-hills-and-far-away.

All this results in a visually delightful movie, which, like the Broadway show, has some pretty songs and is strongest in its dance department. Its dancer-hero is Gene Kelly who, visiting Scotland to shoot grouse with a friend (Van Johnson), stumbles upon the magical village of Brigadoon which comes to life only once every hundred years. Kelly has to decide whether to return to the world or remain in the peaceful village for eternity with a local lass (Cyd Charisse)—a decision not hard to make considering the state of the outer world and the charms of Brigadoon and Miss Charisse.



THE WEDDING CELEBRATION begins when, according to an ancient Scottish custom, the eldest

member of the bridal party (Barry Jones) performs a stately dance with the youngest (Virginia Bosler).

TO A CLIMAX WHEN A MAD LOVER, WHO ENDANGERS THE WHOLE VILLAGE, CLIMBS UP IN A TREE AND FINALLY IS SHOT ACCIDENTALLY BY A GROUSE HUNTER





For a hot meal
that's cool
to fix...



It's the specially blended sauce that makes Chef Boy-Ar-Dee Spaghetti and Meat Balls—and all the other Chef meals—so extra-specially good!

You can buy Chef Boy-Ar-Dee Sauce with Meat or Sauce with Mushrooms separately. Ready to heat and serve on your favorite dishes!

So why not make one night a week "Chef Night"? You'll save time, save money, serve wonderful meals!

Quick

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CHEF BOY-AR-DEE
SPAGHETTI and MEAT BALLS

Outwit the heat wave with a dish to rival the specialty of any Italian cook — Chef Boy-Ar-Dee Spaghetti and Meat Balls!

Ready to heat and serve, there's the choicest spaghetti you ever tasted and juicy beef meat balls all covered with tomato-rich sauce. A budget-smart dish with a million-dollar look! About 14¢ a serving. Two cans make four hearty servings.





20TH CENTURY ARRIVALS Kelly and Johnson, swept up in the uninhibited gaiety of 18th Century Brigadoon, do a tap dance in the village square.



UNMARRIED LASSIE Cyd Charisse explains her spinsterhood in *Waitin' for My Dearie* dance number. Visitor Gene Kelly puts an end to her waitin'.

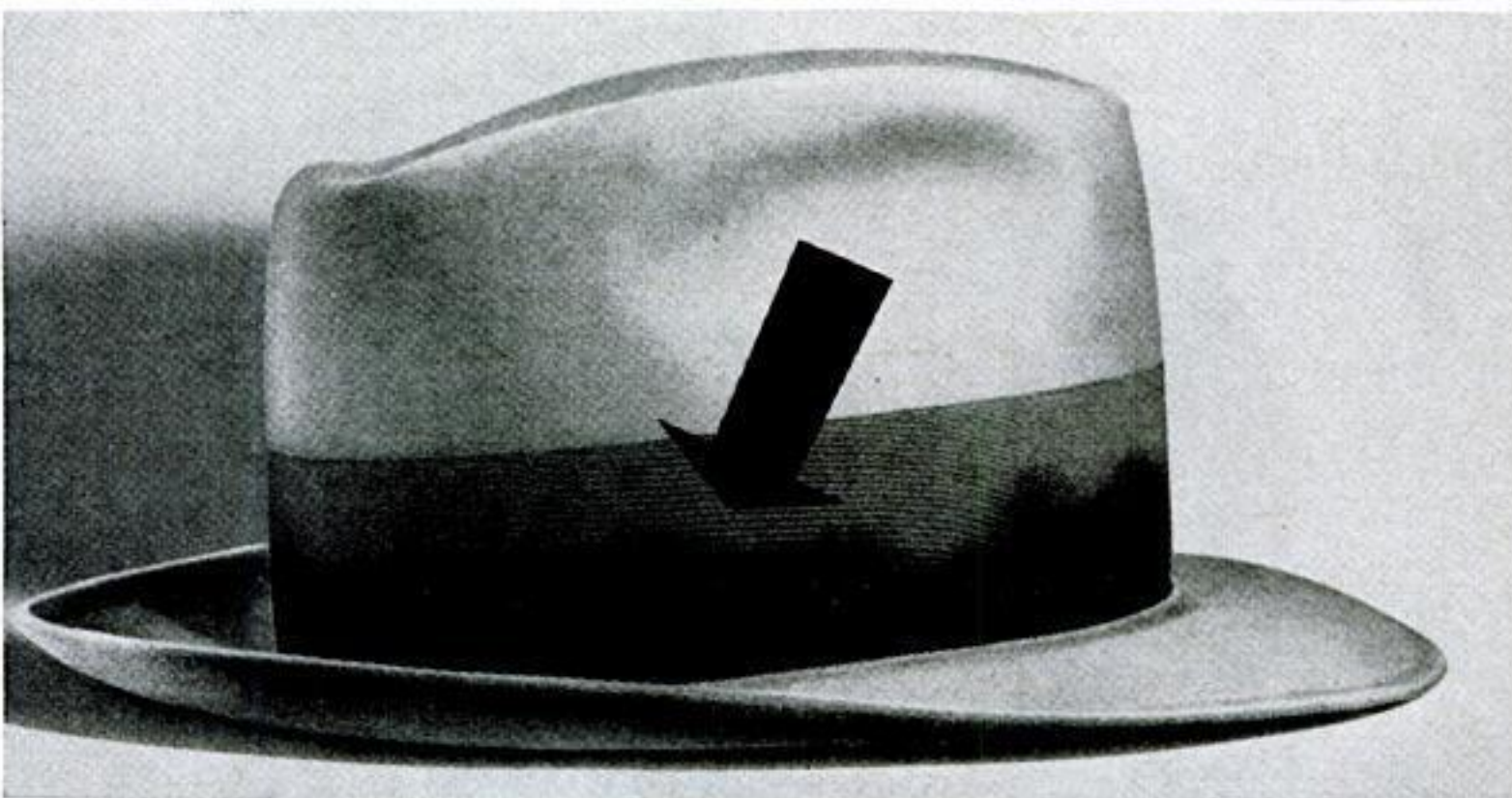


"Might as well give up, Mike. They can drink all they want because Bireley's is non-carbonated."

Smart merchant, this lad, to feature non-carbonated Bireley's. He knows the kids can drink all they want and never get that uncomfortable, full feeling. He knows kids like Bireley's Orange Drink better, too, because the fruit taste is unspoiled by gas or artificial preservatives. Pure, pasteurized Bireley's in orange and assorted fruit flavors. Pure fun. Have some!

BIRELEY'S ORANGE DRINK
IT'S NON-CARBONATED: PURE FUN FOR EVERYONE!

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Wives: Make him a gift of this amazing new hair preparation that ends this problem!

Revolutionary new hair dressing
won't grease-stain your hat!

AT LAST! A dressing that keeps hair naturally neat all day—and no slicked-down look . . . no unsightly grease stains to ruin hats, pillows, backs of chairs! It's new Beau Kreml! Amazing spreading action, too! Beau Kreml is easy to comb in, so easy to wash out. Rinses off comb in tap water! Get a long-lasting bottle—only 69¢.



Stains on your hat?

If the hair dressing you have been using leaves unsightly grease stains on your hat, now's the time to change to new Beau Kreml!





TAKING A BREAK, BUTTON GETS HIS HALF CUP OF COFFEE

Working Cowhand, Six Years Old

BUTTON KNOWS THE ROPES

Button Shugart has only to look up at his long, lean father (see cover) to see what he will be like 30 years hence. At 6 he is an almost full-time assistant to his father Jim, a cowpuncher in Arizona's San Pedro valley. Without having to be called, Button—his real name is James Jr.—is ready to saddle up at 5:30 every morning. With his sister Virginia, who goes along to make Jim Shugart's job a family affair, Button works on and off most of the day, playing between chores and as a special treat taking a cowpoke's bracer of coffee—though only a half cup. But next month, for the first time since he was 3, Button will miss the roundup. He will be attending first grade instead.



STARTING DAY'S WORK, Button gently leads his horse Rainbow across the corral. He usually ropes his father's and sister's horses as well as his own.



SWINGING HIS LARIAT AS HE RIDES, BUTTON CLOSES IN ON A BALKY CALF HIS

MENDING A FENCE torn out by flash flood of the San Pedro River, Button plants a stake in muddy soil as his father moves on with loops of extra wire.





FATHER WANTS TO EXAMINE. HE SLEEPS WITH THE LASSO AT HIS BEDSIDE

TENDING A CHUTE through which animals are herded for close-up inspection, Button braces himself against post as he pulls on rope to lift gate.



HOLDING TIGHT LINE on calf he has just roped (picture at left), Button waits for father to finish treating animal's sores. Virginia, 8, stands by to help.



FILING A HOOF of his horse, Button casually manages the job of balancing animal's leg on his own knee without hurting either the horse or himself.



NICE ICE SLICE

Kathy Warren earns a living by having great confidence in the abilities of a young Australian ice skater named Desmond Scott. In an act she and Scott perform at English ice rinks she sits quietly on the ice with an apple on her head while her partner

paces down the rink toward her. At the last moment he leaps into the air and neatly bisects the apple with the blade of his right skate, leaving Kathy's head intact. Kathy's role at this point in their William Tell act is to look as if she were enjoying herself.

Wherever fine whiskey is enjoyed the call is for

Old Sunny Brook Brand

From a crystal lake high up in the Rockies... to a hamlet in Nebraska...
from a Key West cabana to St. Louis' fashionable suburbs...
wherever men find pleasure in the finest, there you'll find
Old Sunny Brook. Call for Old Sunny Brook, in the mellow Blend or
the rich Straight and enjoy America's favorite Kentucky whiskey!

"Cheerful as its Name"

(PHOTO—ASPEN, COLORADO)



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LARGEST SELLING
KENTUCKY WHISKEY**



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STRAIGHT BOURBON WHISKEY, 86 PROOF • THE OLD SUNNY BROOK CO., LOUISVILLE, KY.

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EVER MADE**



"Chesterfields for Me!"

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THEY GIVE YOU the taste and mildness you want —
a really refreshing smoke every time.



**"Chesterfields
for Me!"**

Stan Musial

BASEBALL STAR

THEY GIVE YOU all the benefits
of thirty years of scientific tobacco
research. Chesterfield's laboratories
are the most modern in the industry.

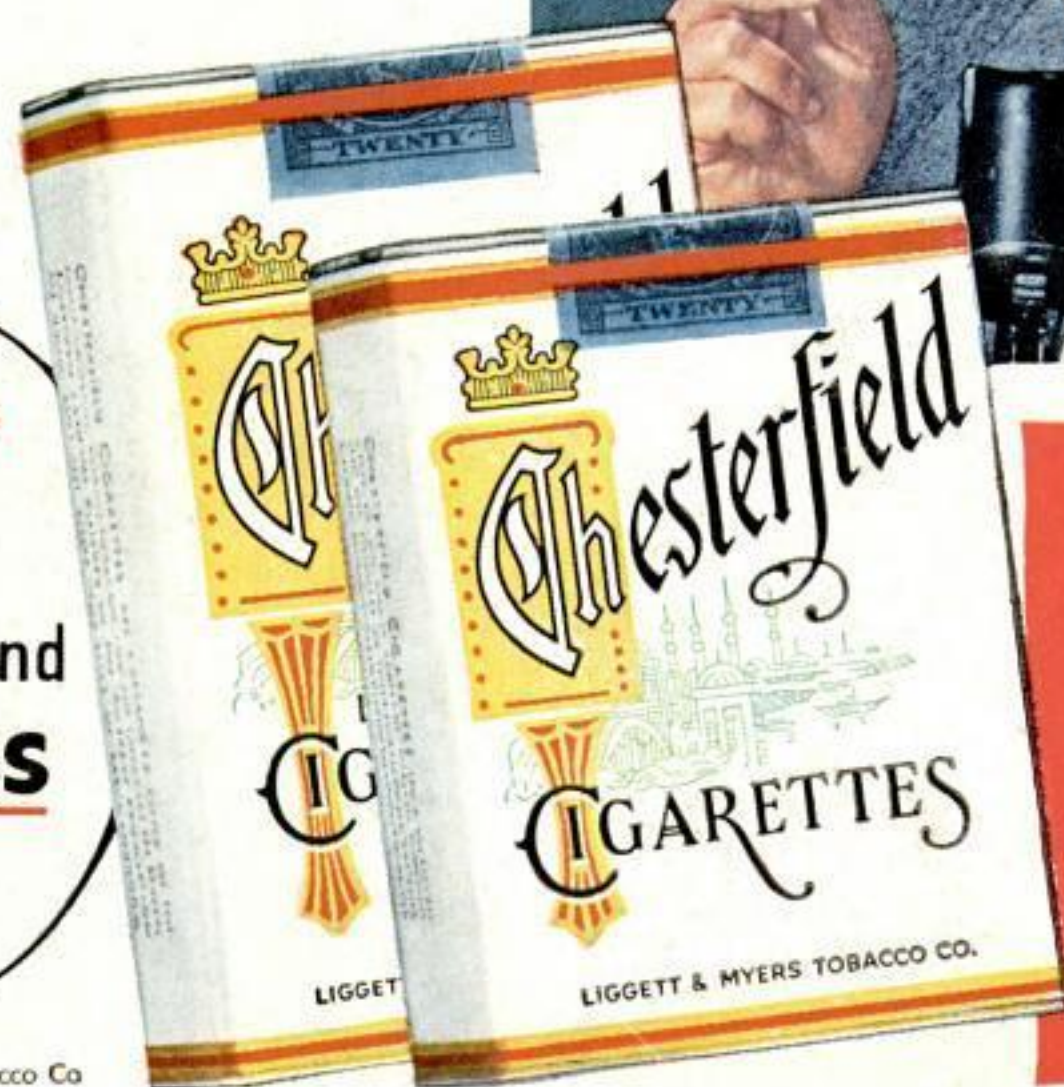
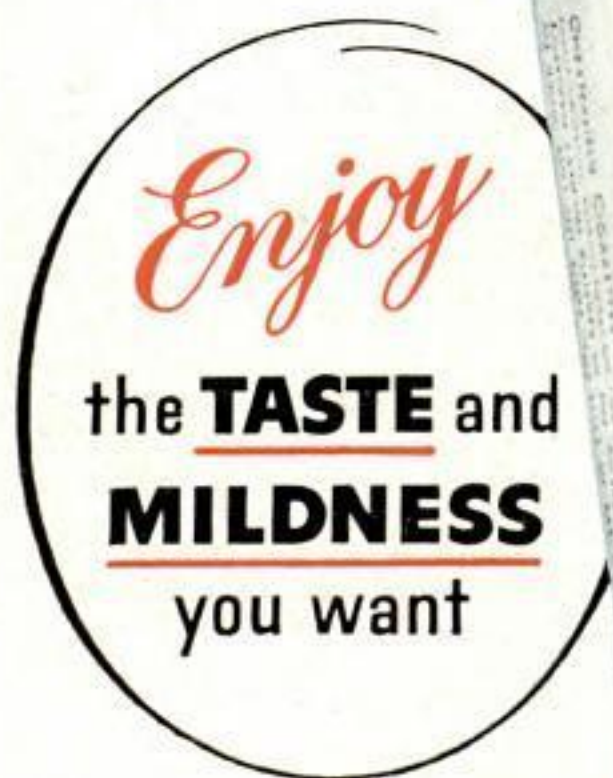


**"Chesterfields
for Me!"**

Russ Hodges

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